

# The ROTARIAN



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MAY 31 1932

NTY-FIVE CENTS

JUNE 1932

ONE SHILLING

*A long with everything  
else in the world ...*

## THE CHICAGO HOTEL SITUATION Has Undergone a Startling Change

**N**O NEED to recount to you ... the kaleidoscopic changes of the last two years. You know what has taken place, just as well as we do. Suffice to say ... the Chicago hotels have not been immune to the new economic trends.

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On the average your visits to Chicago should now cost you just about 20 per cent less than a year ago. Our own reduced rates are our authority for this statement. Here at The Drake we have lowered our charges and rates an average of about 20 per cent.

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*And you may be assured Drake service continues on the high plane which has made this hotel ... world famous.*

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*Knowing the Chicago hotels as we do ... we'd choose The Drake.*

**D R A K E**  
**HOTEL CHICAGO**

# The ROTARIAN

AN INTERNATIONAL MAGAZINE DEVOTED TO THE ADVANCEMENT OF THE IDEAL OF SERVICE AND ITS APPLICATION TO PERSONAL, BUSINESS, COMMUNITY, AND INTERNATIONAL LIFE

PUBLISHED MONTHLY BY ROTARY INTERNATIONAL

VOLUME XL

JUNE, 1932

NUMBER 6

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THE ROTARIAN is published monthly at Chicago, Illinois, by Rotary International. SYDNEY W. PASCALL, London, England, *President*. ROBERT E. HEUN, Richmond, Indiana, U. S. A., *First Vice-President*. BIAGIO BORRIELLO, Naples, Italy, *Second Vice-President*. JOHN NELSON, Montreal, Quebec, Canada, *Third Vice-President*.

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As its official publication this magazine carries authoritative notices and articles in regard to the activities of Rotary International. In other respects responsibility is not assumed for the opinions expressed by authors.

Entered as second-class matter December 30, 1918, at the Post Office at Chicago, Illinois, under the act of March 3, 1879.

Additional entry at Milwaukee, Wisconsin.

SUBSCRIPTION RATES: \$1.50 the year in U. S.,

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Canada and other countries to which minimum postal rate applies, \$2.00 in other countries.

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*Photograph by John Kabel*

## **Cruising Alaskan Waters**



# We Go Forward—Or We Go Under!

By J. R. Perkins

"**M**EN of age," said Lord Bacon, "object too much, consult too long, and adventure too little." So do organizations and institutions.

Physical and intellectual adventuring we leave to youth; soon we are not only sans teeth, taste, hair, and eyes; we are sans vision, courage, and the thirst for adventure. Yet, Rotary has come of age and is more adventurous than ever. The sheer daring of its objectives has already led it beyond safety and there can be no turning back.

Rotary International stands committed to a stupendous task—the peaceful conquest of the nations of the world with the single weapon of ethical idealism! It promises neither haven nor heaven for its votaries. It is not a religion; it is a revolution—an open rebellion against the age-long theory that there can be no conquest except by the destruction of one culture and the imposition of another.

The culture of a given nation does not trouble Rotary. It accepts, not rejects, a nation's culture on entering it. The moral maxims of one people are as strong as another. Basically, there is scant difference in the creeds and codes of the peoples of the world, and moral and ethical idealism antedates Rotary by several thousand years.

Rotary International attempts to unify the business and the professional men of the world on the basis of the best that is in the moral and ethical codes of each nation. It has become a world clinic of business and professional men whose practices are more scanned than are their precepts. Consider the sheer daring of this objective. Here is a movement that declares an all-time moratorium on business and professional ill-will, suspicion, and greed among all races.

But now appear the cynic, the lofty critic, the skeptic. On every hand we hear that Rotary's objective is neither physiologically nor psychologically tenable. Ethnic differences, vast biological and sociological and environmental differences are defined; and then the critics take their final stand on the "cussedness of human nature in general."

But the world is yet to learn—and so are such critics—that "there is a destiny that makes us broth-

Rotary has no quarrel with the customs of a people. It rallies business and professional men for a moratorium on ill-will.

ers"; that we can not escape one another; and that love can bridge any biological abyss. And as for the cussedness of human nature in general—well, human nature is more the product of the mores of a people than are the manners and habits the products of an unyielding human nature.

To the psychologist there is no such thing as a fixed human nature. At any rate, much that is undesirable in the realm of business is the result, not of basic faults in human nature but of the stupidity of groups in all nations in believing that dishonesty is more natural, and therefore more powerful, than integrity. Evil is the weakest thing in the world.

**T**HERE is nothing at fault with the ethical idealism of a given nation; the fault, if any, is that what is best in the nation is in abeyance and much that is worst is to the fore. Strife within a nation and strife between nations is the result of men being at their worst. Rotary International seeks men in business and professional life who are heroic enough to turn from their worst to their best, and to challenge their nations with the same.

And this is the higher heroism! Indeed, this is the finest daring in the world. This is the noblest adventure. For it must be done at the greatest expense. The supreme sacrifice lies along this road. The last full measure of devotion is here. But here, also, is the beginning of a new world. For the greatness of Rotary is neither in its preachments nor definitions, but only in its design and direction.

It is so much easier to turn back, to hug the shore, to object too much, and consult too long, and adventure too little. Is it true that this high adventure of Rotary International in human relations is too great for our hearts?

No! Rotary has crossed the Rubicon. We must go forward—or we go under.



*"Training for life is a life-long process, and I insist that this principle must be applied in the programs of the service clubs, for it must follow that progressive education is the growth-process of social progress."*

## Is a New Program Needed?

**By Alexander G. Ruthven**

*President of the University of Michigan*

**T**HE smart thing to do in these days is to criticize success, to champion the unproved—particularly when this can be done without assuming responsibility—or to attempt by diligent and, if necessary, biased researches to lighten the dark shades of un-savoriness. Service clubs have come in for their share of abuse, but in view of their records they can afford to smile at carping criticism. This does not mean, however, that they can afford to adopt a complacent attitude. If they are to continue to serve the world, they, as all other social institutions, must study their possibilities for service.

Let us briefly consider some of the implications which lie behind these organizations as well as a significant trend in their development. Let us ask ourselves what, aside from their more obvious activities and objectives, is their true function, what is their place in modern life as we are living it?

What, asks this author, should be the function of the service club? What can it do for the man who wants to keep up with his world?

In the first place, it seems to me, they represent a new series of relationships, a new pattern in our body politic. In the early days in America, for example, the old divisions about which the thought and main activities of people centered were based on geographical lines, first the colonies, then the states, or regions represented by physical divisions of the landscape.

Some of the important underlying factors in the social segregation were religion, politics, and the ideals of fraternal orders. Religion in early days implied sharp divisions in thought and interest; some fraternal orders represented divisions somewhat less comprehensive in effect, while political parties were often intense to the point of intolerance.

Now we find that the great body of citizens is dividing itself along new lines. Capital and labor are thinking in self-conscious groups. Educators form a distinctly recognized element. Foreign groups tend to keep to themselves, while town and country are coming to think in somewhat different terms. Until the development of the service club, however, there has been no real avenue for the business and professional man to express himself and his interests as a thinking citizen. His only outlet was as a representative of a business or profession or some other specific social group.

**T**HE service clubs have become an important factor in our public life today by representing the interests of these groups. One element of their strength lies in the very fact that they are so organized as to welcome consciously the interplay of thought and opinion which must arise inevitably from the varied elements among their members. For these reasons the service clubs not only have an important part to play, but, in a final analysis, responsibility in the guiding of contemporary thought and opinion. This is the more true since, with the expansion of the organizations, representatives of more social groups are coming into the clubs, and other

segregating tendencies are giving way to a new and intelligent tolerance.

Thus these organizations are doing something, are performing a function, for which no precise agency had developed before their time. Through the cement of their good fellowship and idealism they are able to furnish effective help and coöperation toward the solution of many public problems which can benefit enormously from just the type of support they can give.

In the new picture of our developing civilization, then, the service clubs are, as they grow, coming to occupy an important place as the expression of a more general interest and coöperative impulse in the major elements in our modern social system. Some of these neglected elements heretofore have had no avenue for effective expression or have been too provincial in their outlook.

But if the service clubs are functioning rather well, as they seem to be at present, it is appropriate to consider their possibilities for further development. What may be expected of them in the future in the way of a more thorough integration of social development? I am, of course, thinking primarily of America, but the international aspect of Rotary extends the scope of the query. Important as is the

*"In the early days, political parties were often intense to the point of intolerance."*





present status of the service clubs, it is evident that they have not as yet come to occupy the whole of the field of usefulness open to them. The members cannot afford to be self-satisfied, or to delude themselves by thinking that they are making the fullest possible use of their opportunities when they are not.

**D**O I need to particularize? I think not. It must be evident to every thinking person that society is in desperate need of agencies for even more effective, if unofficial, expression of reasoned public opinion and that now the activities of the clubs are too scattered and in some respects too unintelligent to be of the greatest importance. There are still scarcely recognized possibilities for leadership inherent in these groups which might help one's country and the world over many troublesome crises if they could be realized.

If we recognize a responsibility here and seek consciously to live up to it, there must be a corresponding definite effort to meet the qualifications implied. The question as to how we can prepare adequately for this continuing development must be considered in its full meaning.

Fortunately, most educators have come to realize in recent years that there is no end to the possibilities of educational effort. Training for life is a life-long process, and I insist that this principle must be applied in the programs of the service clubs, for it must follow that progressive education is the growth-process of social progress.

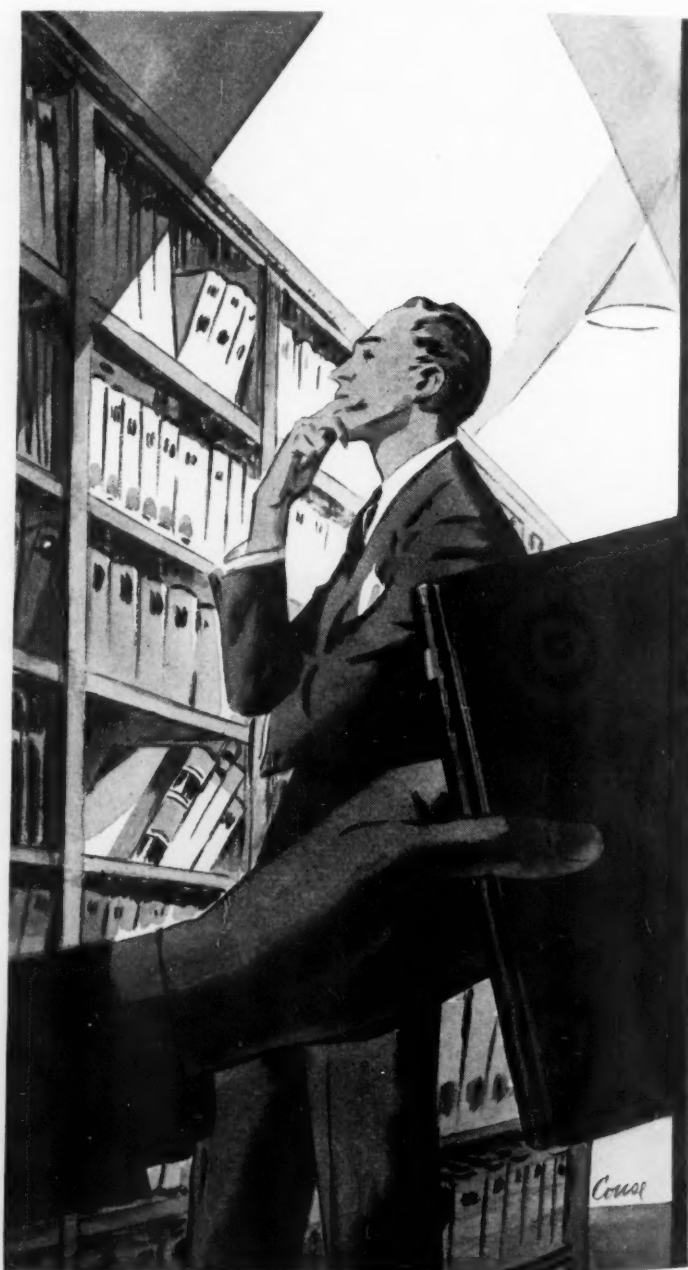
This principle has been recognized to some extent in the weekly programs of all of these organizations, but I have wondered whether the real educational method this represents might not consciously be carried further, whether more carefully considered and effective programs might not bring the results which would make the service club an even more valuable agency in the effort toward solution of the problems of our contemporary civilization.

I believe that a tendency in this direction

*"When programs are accompanied by references for the leisure reading of those who find their interests especially aroused, we find public libraries particularly coöperative."*

may be discerned. The two subjects which more than any others, I suspect, are being given attention at this present moment, illustrate my thought admirably: international friendship and the work with crippled children.

Subjects such as these offer an opportunity for systematic and correlated discussion which will not only be interesting but of considerable educational significance. The series of three talks given last year before Ann Arbor Rotarians on various aspects of our relations with South America, to name an instance, may be taken as an indication of what I have in mind. There is a cumulative benefit in a series of weekly programs built [Continued on page 50]





*The East End of the forties and fifties of the last century.—"Black Lion Wharf," by James McNeill Whistler. This and other etchings by Whistler are reproduced through the courtesy of the Art Institute of Chicago.*

## London's Real East End

By Thomas Burke

**E**AST END! . . . Visions in the public mind of slums, vice, crime, sin, and unnamable horrors.

*East End!* . . . Dregs of humanity. Blind beggars. Bare-footed waifs. Outcasts. Drunkards. Jack the Ripper. Crimping dens. Dangerous streets. Policemen walk in twos and threes. Something worse than Chicago. Sidney Street. Limehouse. Opium dens.

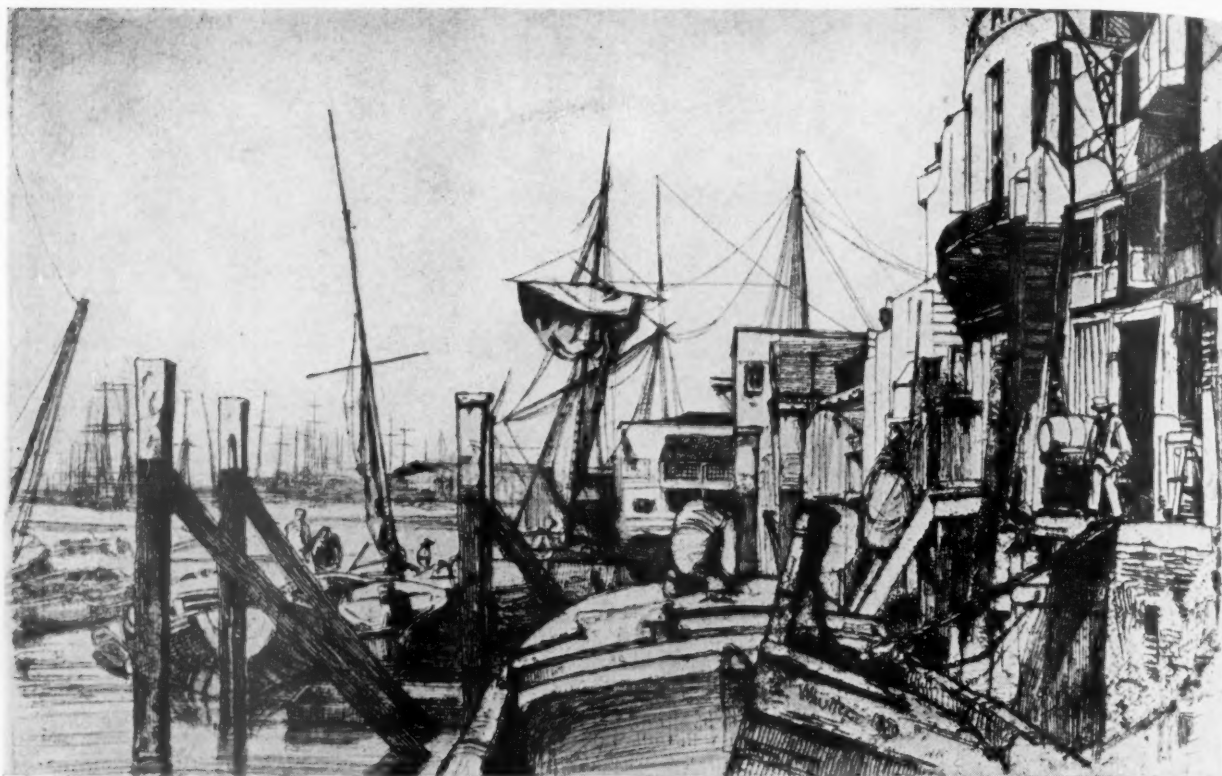
*East End!* . . . Hooligans. Diseased harlots. Public-houses at every corner. Thugs lurking in every alley. Sudden death. . . .

Well, legends are like old soldiers. But old soldiers do eventually fade away, and that is more than legends do. Fact, set beside legend, is a poor pale thing, apathetic and incompetent to hold its own. Facts fade away and die, but legends are invulnerable and immortal, and London's East End legend, I sup-

THE ROTARIAN takes pleasure in offering this new contribution to English literature from the pen of the distinguished author of "Limehouse Nights" and other stories.

pose, will last as long as there is any East End. Because the East End did misbehave itself in the forties and fifties of the last century, the decent and kindly East End of the twentieth must go on paying for misbehavior with which it was never concerned.

The English are like that; they will cherish their traditions against all truth and all disproof. They will speak of singers as great singers long after the singers' voices have gone to rags. They will applaud once-fine actors who have lost all ability to act. If a man has once been in prison in England he is forever after



"London has many souls, and the East End is the dramatic soul of London."—"Limehouse," by James McNeill Whistler.

an ex-convict. If a man is once charged with a crime, and proved innocent, he is forever after "the man who was charged with—." They love labels and will keep their faith in them long after the print of the label has faded. They will give a politician a good name, or a dog a bad name, and no matter what the politician or dog may afterwards do, the label is never changed.

So with the East End. They have accepted the legend, and batted their eyes to the fact; and if my own books had anything to do with nourishing the legend among them, I make no apology. It is their own silly fault for confusing imaginative Arabian Nights fiction with newspaper reporting.

Apart from their muddled notions on the social life of the East End, they have equally vague notions on its topography, and even on its location. I know many honest and upright people who think that the whole of the East End is called Limehouse. The press, too, is as loose in its notions as any cock-sure undergraduate novelist who has once ridden in a taxi to Charley Brown's. It seems to think that the East End means any part of London that isn't West, or any quarter where the poor live.

My friend, Ernest George, who wrote that moving play, *Down Our Street* (which, had it been Russian,

would now be a classic among repertory companies), keeps a bookshop in Hackney. I have never yet seen a press paragraph about him which does not state that he keeps a bookshop in the East End. Not long ago I published a short novel called *The Flower of Life*, the scenes of which were definitely set in Clerkenwell and Kingsland Road. Every critic who was kind enough to notice the book noticed it as "another of Mr. Burke's stories of East End life." In the nineties Arthur Morrison published his *Tales of Mean Streets*, the scene of which is Hoxton. Whenever and wherever that book is mentioned it is mentioned as a book of East End stories.

**I**N truth, London's East End is as definite a quarter as its West End. Hammersmith and Notting Hill are West, but they are no part of the West End, nor are Edgware Road, or Bayswater, or Paddington, though they are more West than any part of the West End. The East End, then, as everybody could learn if they would tear themselves out of their particular London rut for one day, is, for all general purposes, the vast Metropolitan Borough of Stepney. That borough begins at Aldgate Pump and ends at Poplar, with Bethnal Green as its northern boundary and the river as



its southern. Within its lines you have all those districts which compose the East End, and their names are Aldgate, Whitechapel (The Ghetto), Spitalfields, Ratcliff, Shadwell, Wapping, Mile End, and Limehouse; the Tower Hamlets, in short. This is the true East End, and these are the names which, to the uninformed ear, still carry an odor of evil. But it is, as I say, an odor only, with no substantial source.

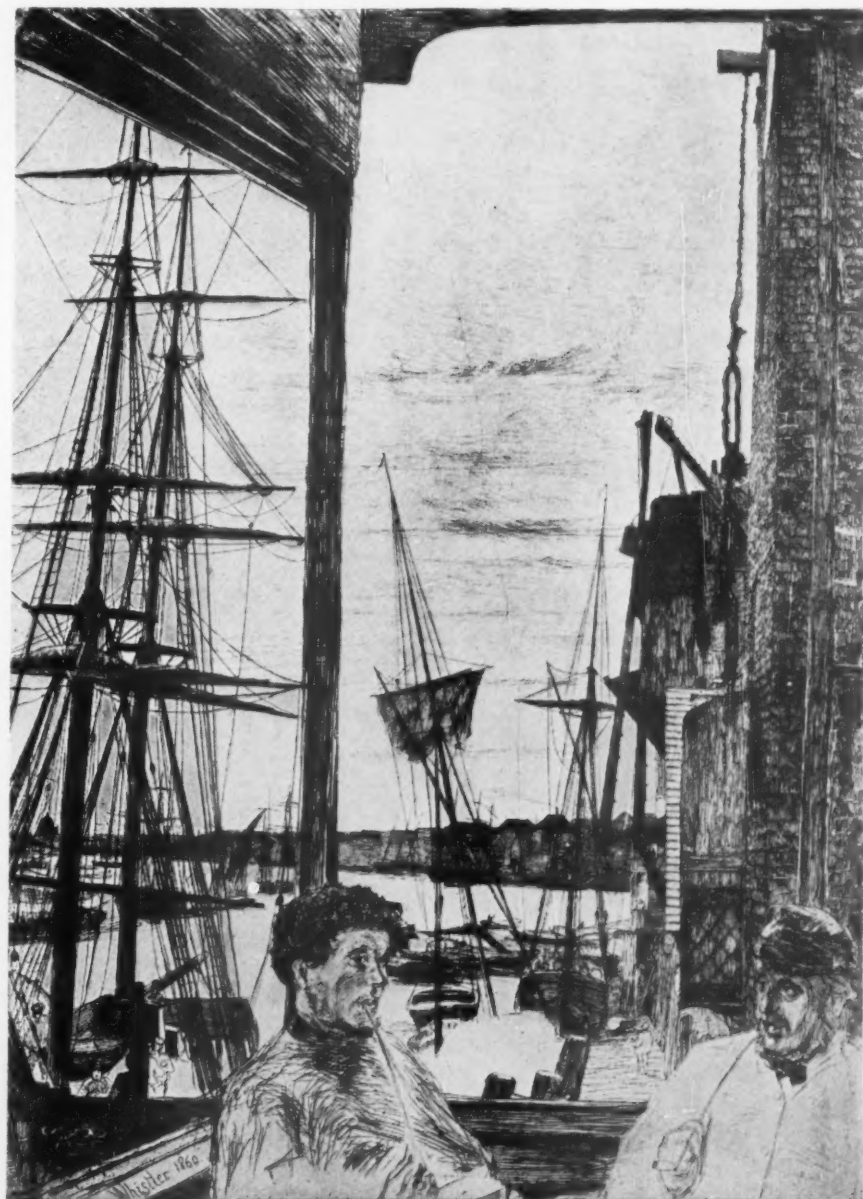
The East End of Blanchard Jerrold and Doré and James Greenwood perished in their lifetime, and many courts and alleys near the City border, which once were nests of hovels and the haunts of desperadoes, now hold the solid buildings of commerce and industry. Warehouses, wholesale shops, factories, and the offices of small businesses may be found occupying the houses that once were crimping dens and gambling dives. The great English god, Business, has accomplished in a few strokes all those reforms which the religious folk spend many years and tons of other people's money in talking about. If you think you will find here any fruity samples of what is called "low life," I recommend you to look elsewhere—to look off City Road and around King's Cross, and in Chelsea and Charlotte Street, and under the walls of my Lord Archbishop's Palace at Lambeth.

None the less, the East End is dramatic. It is peculiarly rich in atmospheres, and in variety of human types. It is as respectable as Brixton, but it is not Brixton. It is as well-clothed as Pimlico, but it is not Pimlico. It is right on the edge of the City; in fact, the City merges into it; but it is not affected by the City. Independent of each other, and without warfare, the crisp, cold life of the City

marches with the easy, warm life of the East End.

London has many souls, and the East End is the dramatic soul of London. Its townscapes are drear and strange. Its hundreds of courts and alleys are charged with exotic character. Its dusk and its night are apart from the dusk and night of other quarters.

ITS commerce is genuine commerce. Life here is vital. The streets are filled with palpably living people. There is nothing here of the Ascot Royal Enclosure or the Oxford-Cambridge match at Lord's—those two pageants of the frozen dead. And nothing here of the sterile gravity of Hampstead or the senile gambolling of Bloomsbury. Its people live, and the tone of life, though respectable, is free. It has the genuine spirit of Bohemia. It proves, what Bloomsbury



*"Every ship has its news, no longer strange, perhaps, but still news . . ."—"Rotherhithe," by James McNeill Whistler.*

and Chelsea have not yet learnt, that one can lead the Bohemian life in strict decency, and that muddle, rags, and drunkenness are no part of it.

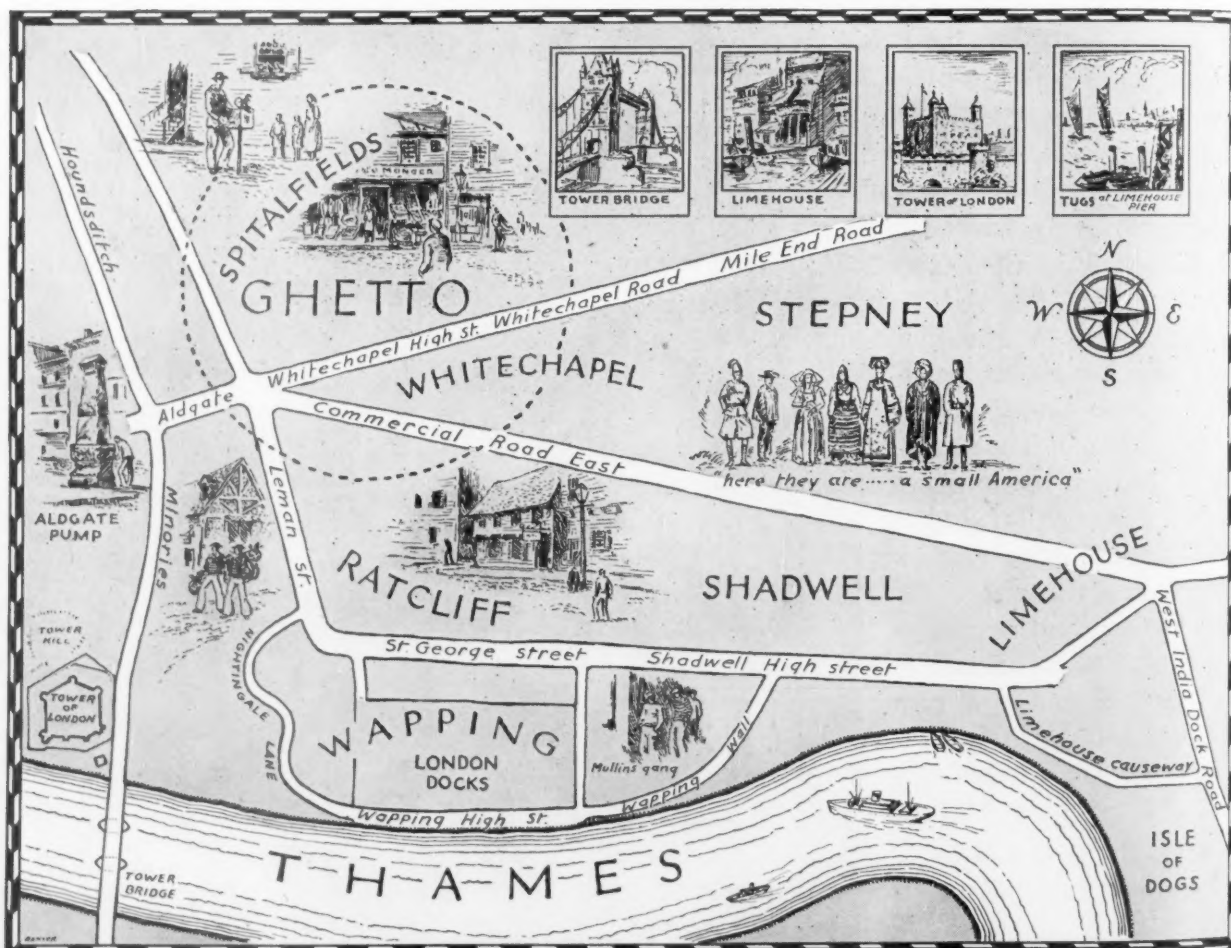
**T**HERE is no deliberation about this. It does not spring from art or poverty. It is the East End's natural way of living. As for poverty, though it can show much of this, you will find deeper poverty and far more wretched slums in the Royal City of Westminster and the Royal Borough of Kensington than you will find here. As for drunkenness, you will see much more of that in Shaftesbury Avenue and Jermyn Street. And as for crime, there is now no definite "crime quarter." Crime is scattered all over London and if it flourishes more in some parts than in others, those parts are in the West—Soho, Marylebone, and Notting Dale.

There is, once in a way, a little disorder, created mainly by the Mullins Gang, but no more than occurs in any other district. The Mullins Gang seldom

do anything worse than indulge in a little clean fun, such as putting policemen down the manholes of sewers and half-suffocating them; and if that kind of thing is to be called crime, then Oxford and Cambridge are dead-black centres of crime.

Such disorder as happens is mainly traceable to over-crowding and lack of room-space, which leads to nervous irritation and the desire to break out. The East End has always been, and I suppose always will be, over-populated. It is the cheapest quarter of London for living, and it acts as a magnet to the poor of all places. Progress never succeeds in clearing it, for with progress of one element goes retrogression of another. As fast as the younger generation grows up, and makes material progress, and moves to the outer suburbs, and rears its children to standards a shade more middle-class, a new host of peasantry from the counties, a new host of immigrants from the impoverished plains of Europe, and a new set of drifters from other parts of town, [Continued on page 46]

*"Look at the map and mark how its streets wander and twist in purposeless convolutions. If the reeling English drunkard made the rolling English road, then the streets and alleys of the East End must have been blazed by a lunatic who had been bitten by a tarantula."*



Map by Ben Albert Benson after a sketch by the author.

# After College—What?

By Joseph Creamer

**I**NDUSTRY today has a thermometer in its mouth and a cake of ice at its feet. Business is normal in many sections of the United States, but it is not up to par. Manufacturing is sluggish and has a bad taste in its mouth. The leading thinkers of the age cannot predict with any glow of assurance where we are going to end up. We are wrapped in a fog of pessimism and, yet, the United States is said to be the most prosperous nation on the face of the earth! What a jig-saw puzzle.

This state of affairs, however, is more than a mere jig-saw puzzle. If all the pieces were there we could make an attempt at putting them together, but half of the game is a matter of state of mind.

Three years ago it was very simple for a young man fresh from the college or university to secure a position with one of our major corporations and then forge his way to the front ranks. Business and industrial leaders of the nation looked upon the colleges to produce their logical successors.

Taking into consideration every angle of the affair, the college man had quite a soft berth. A young man or woman did a certain number of conventional things and he was considered a leader. Individual thinking was at a standstill. Speech, thought, and action were standardized, and still are to a great extent, and the throng followed the pack. If I'm Alpha Sigma, naturally you will be too; see?

Today the young college graduate faces an entirely different problem. The soft berths are gone. A young man must be somebody; he must be able to do something and even then his chances are slim.

How will the young man of the present day meet these severe standards?

Business, Industry, and Science must naturally depend upon the younger generation for the brains of the future; for progress, for return to normalcy. What can Youth do? What is it now doing? Let us see.

How will the 1932 graduate fit into the economic picture? Will there be a job awaiting him—or must he make one for himself?

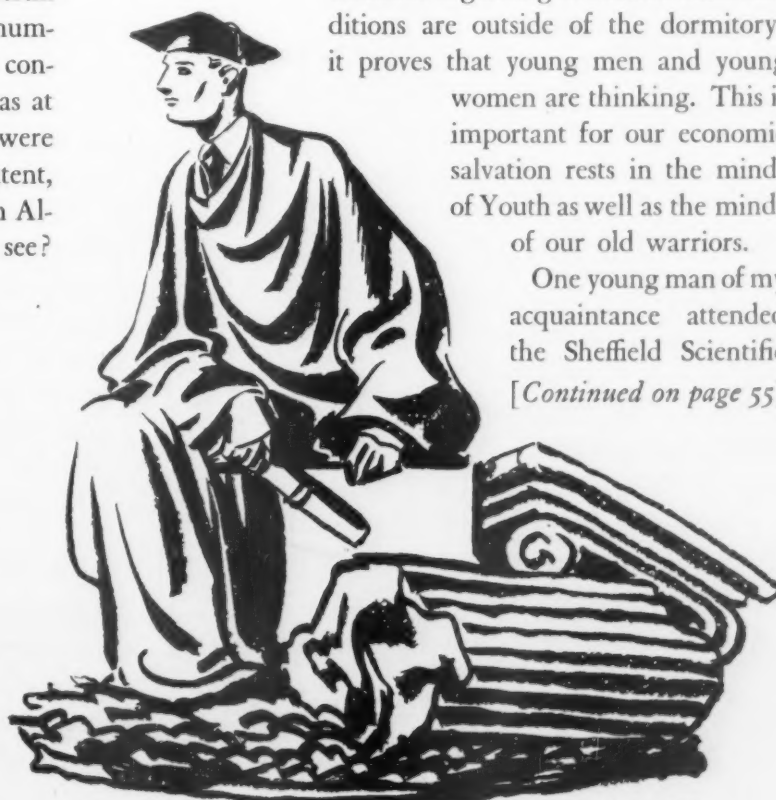
On a trip west during the latter part of 1931, I met a number of young men in a middle-Western university who are majoring in economics, marketing, and international law. They have created a club of fifty members which is studying and mapping out causes and intended cures for the present slump. For eighteen weeks they have, through a fund built by themselves, travelled throughout certain portions of the East and South carefully observing business and industrial conditions.

Perhaps it is more significant that they have banded together a number of young men and women who are experimenting and are wrangling out the root-causes of the industrial and business tie-up.

Frankly, I do not expect any practical suggestions to emerge from their labor, but it does prove that

Youth is beginning to realize what conditions are outside of the dormitory; it proves that young men and young women are thinking. This is important for our economic salvation rests in the minds of Youth as well as the minds of our old warriors.

One young man of my acquaintance attended the Sheffield Scientific  
[Continued on page 55]



—By Edw. A. Wilson



*Sydney W. Pascall**Hon. Roland H. Hartley**Canon Wm. T. Elliott**Will R. Manier, Jr.*

## The Convention—Day by Day

### Monday, June 20

Registration at Auditorium.  
 Voting Delegates Assembly.  
 "Welcome Home" to President Pascall.  
 Music by San Francisco Music Masters—Uda Waldrop, Austin Sperry, and Charles Bulotti.  
 Addresses of Welcome—By Governor Roland H. Hartley, Mayor John F. Dore, President Tom R. Cole of the Seattle Club, and District Governor Morgan Eastman.  
 Response—By Past President Almon E. Roth.  
 Address—By President Sydney W. Pascall.  
 Presentation of International Officers and Committees—By Secretary Chesley R. Perry.

### Tuesday, June 21

Assembly of Canadian Delegates.  
 Reports of Rotary Officials.  
 Address—Vocational Service.  
 Address—Community Service at Work in Europe—By Ernst Prinzhorn, Vienna, Austria.  
 Address—Stamping Out Illiteracy:  
   In the United States—By Glyndon H. Crocker.  
   In Other Countries—By Dr. Ramón Lorenzo.  
 Address—Rural-Urban Acquaintance.  
 Address—Which Way Shall We Go in Community Service?  
 Vocational and Community Service Assemblies.  
 For Rotary Anns—Tour of the city and tea.  
 District and Reunion Dinners.

### Wednesday, June 22

Boys' Work Breakfast Assemblies.  
 Reports: Registration and Credentials Committees.  
 Address—Club Service.  
 Addresses on International Service—By Mrs. James W. Davidson and Justice McDonald.  
 Which Way Should Rotary Go in International Service?—By Will R. Manier, Jr.  
 General Club Service Luncheon Assembly.  
 British Empire Dinner.  
 President's Ball.

### Thursday, June 23

Crippled Children Breakfast Assemblies.  
 Address—By Ed DeGroot.  
 Report—Resolutions Committee.  
 International Service Luncheon Assemblies.  
 Special Entertainment for Rotary Anns.  
 International Business Practice Assemblies: Commercial Bribery and International Barriers.  
 Host Club Entertainment—  
   Wild West Show in Stadium.  
   Informal Dancing in Auditorium.  
   Diversified Program in House of Friendship.

### Friday, June 24

Breakfasts for Club Presidents and Secretaries.  
 Committee Reports.  
 Address—By Canon Wm. Thompson Elliott.  
 Report of Elections Committee.  
 Presentation of New Officers.  
 "Auld Lang Syne."



Herbert Schofield



Uda Waldrop



Austin Sperry



Charles Bulotti

## And Then Came Seattle!

By Chesley R. Perry

*Secretary of Rotary International*

**T**HE climax of the administration of President Sydney Pascall, the first European to be head of Rotary International, is now approaching. At Seattle we shall soon hear the story of his splendid year of service—his visits to Rotary clubs all over the world, offering words of encouragement and counsel; the examining of the condition of clubs and districts, and gathering impressions and experiences.

President Pascall's year, because of his extensive travels, his messages of inspiration, and the loyal co-operation of his associates—directors, governors, committeemen, commissioners, club officers, and so on—is establishing a truly remarkable record for a struggle against great odds. Rotary has faced unusually difficult conditions this year, due chiefly to the effects of the world-wide depression. But the fellowship which Rotarians shall enjoy at Seattle will be all the deeper because of this season of adversity.

The convention at Seattle, naturally, will be a time to review our condition and survey the part that Rotary is playing and can play in all the 3,500 communities in which there are Rotary clubs, in each of the scores of countries in which Rotary is represented, and in international affairs in accordance with the Sixth Object.

In Rotary's own ranks are many men whose messages will broaden our knowledge, increase our enthusiasm and show us the progress Rotary is making all over the world. From others whose studies

Rotary makes its history fast. President Pascall will report to the convention on the progress of the movement around the globe.

have made them leaders of wide influence, we shall hear of the conditions of world trade and international relations, and the opportunities for Rotarians to take part in ameliorating existing conditions.

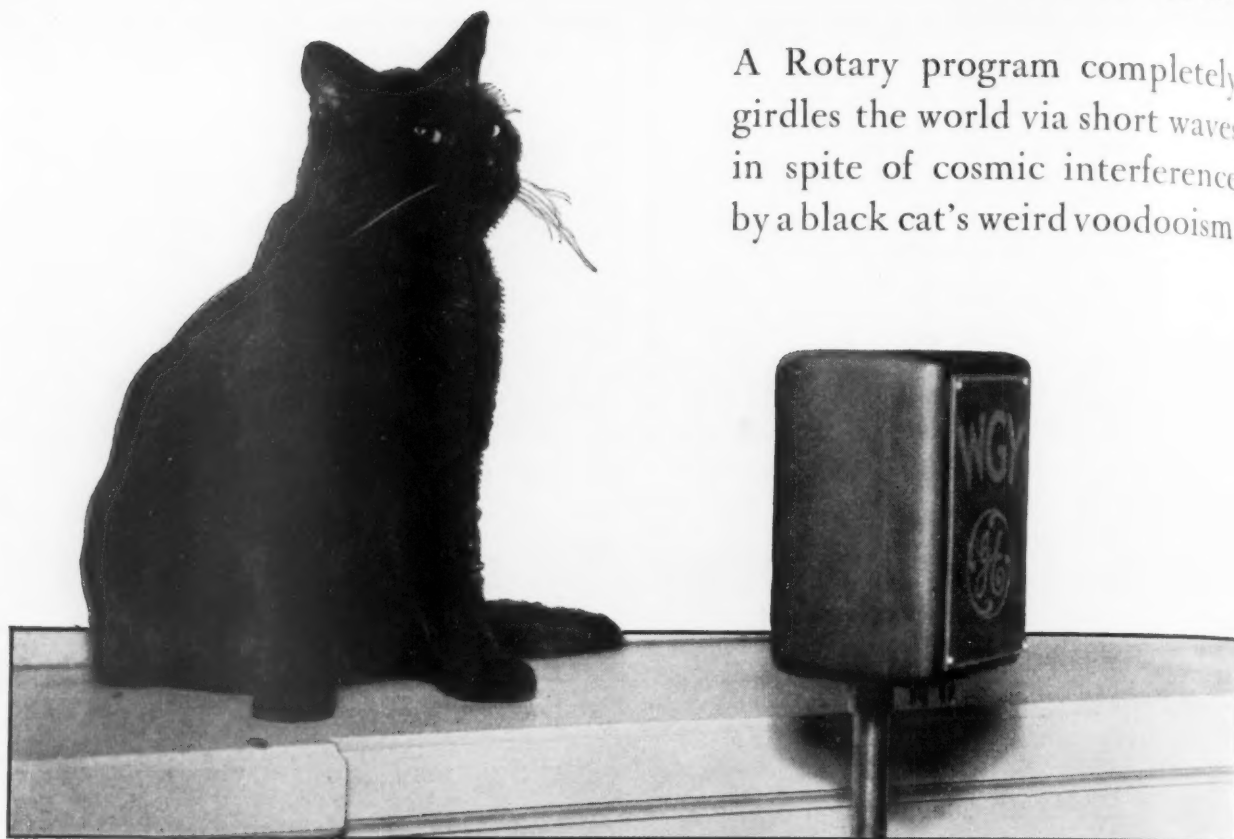
There is important legislation to be studied, so that Rotary's world-wide organization may be made to function more efficiently and adapt itself more thoroughly to the needs of the clubs.

Midway in the week's program, there has been set aside one afternoon for visiting some of the many beauty spots in and near Seattle. This will give us more time to make friends and will renew our appetite for more information in the convention sessions.

Like a moving picture which reflects the activities of peoples all over the world, the reports of President Pascall to the board have described minutely the conditions in each of the many countries he has been visiting. His letters have been fascinating.

Through southern Asia he followed the trail of James W. Davidson, who organized twenty-three clubs in that portion of the world, in one of Rotary's most remarkable periods of expansion. Lillian Dow Davidson (Mrs. J. W.), who shared her husband's trials and successes on that two-year tour, will tell of some of their most interesting adventures.

Turning from the Rotary [*Continued on page 44*]



*This is "Nig" for whom microphones have no terrors and ether waves are an open book.*

## The Cat Came Back

By C. D. Wagoner

**H**E came upon the stage. Then he looked around. And from that moment everything went wrong. Superstitious complexes ran rampant and their owners looked wild-eyed; the radio waves scurried fearfully to cover beneath the equator; and approximately a thousand listening Rotarians were deprived for twenty-four hours of the unique thrill of hearing Rotary's goodwill message encircle the world.

And who is 'he'? Just a big, fluffy, black cat—as black as coal and far more terrible—answering demurely to the name of "Nig," and belonging to the Proctor-RKO Theater in Schenectady. The stage of that theater was the spot from which radio engineers of the General Electric Company were attempting a round-the-world broadcast on Friday, April 22, during the tenth annual conference of the Twenty-ninth Rotary District. And across that stage, just as the engineers were working hard to establish the globe-

circling circuit, strolled malevolent-minded "Nig."

He walked quietly along the footlights. He looked at the engineers. He made no noise; he didn't have to. He knew his cue. He understood that his appearance was enough; moreover, every man in the theater is absolutely convinced that "Nig" must have known it was Friday.

**A**S "Nig" looked at the engineers the engineers looked at each other. There was dismay in their eyes and apprehension in their voices. "A jinx!" they whispered. "That black cat has spoiled this broadcast! We've struck a jinx!" Their hair began to twitch and their superstitious complexes began to jump. They kept on working, but it was no use. Something worse than static was in the air that morning. Mythical sparks from "Nig's" black, furry back terrorized the timid radio waves and drove them back to the bushes before they left Australia.



Up until this point the circuit had been built up two-thirds of the way around the world. Radio operators in Holland had received the signal from Schenectady, relayed it to Java, where it was plainly heard, and here again relayed to Australia. But that is as far as it got. It was here that the black cat made its appearance and, as radio engineers declared, "Everything went hay wire." Try as they might for the next three quarters of an hour, the circuit could not be completed, so the test was postponed until the next morning with the declaration to the Rotarians that "Nig," the jinx, would be securely locked up.

Next morning the test was resumed, but before the radio microphone was thrown into the circuit, "Nig," secure in a bird cage, was placed on a stool in the center of the stage.

"Now, with our 'jinx' locked up we should have better success," one of the radio engineers explained. "Nig" didn't take well to the close quarters of the cage but no one was seriously concerned by this fact for all interest was centered in the building up of the round-the-world radio circuit. It was a success. Science had substantiated the old superstition that a black cat crossing one's path is an omen of bad luck.

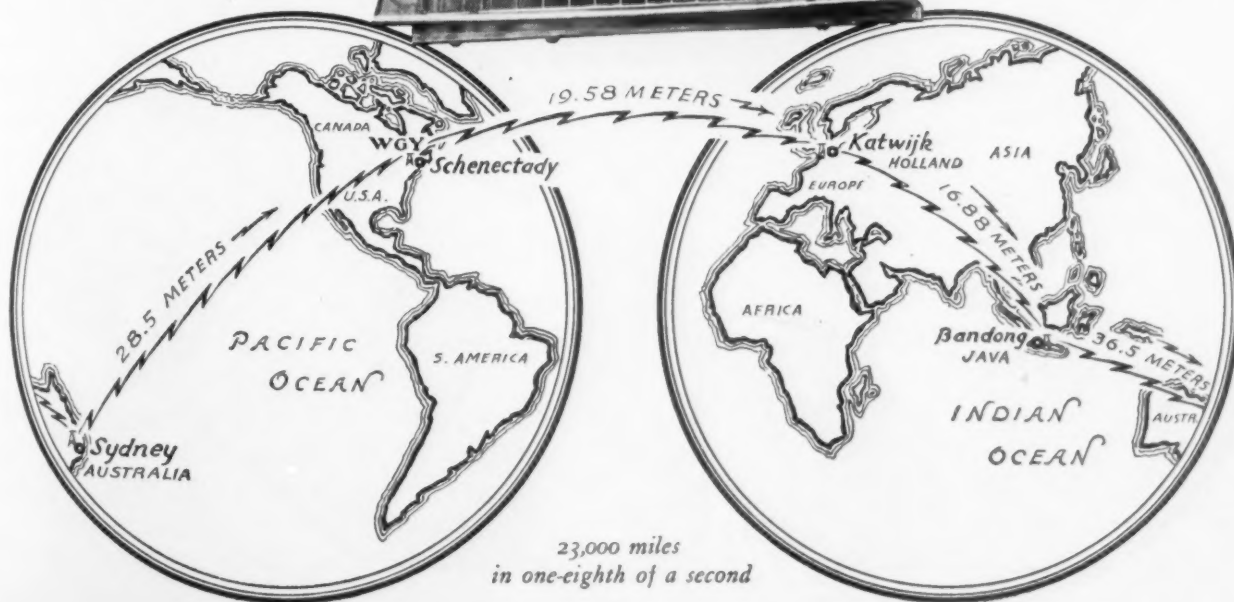
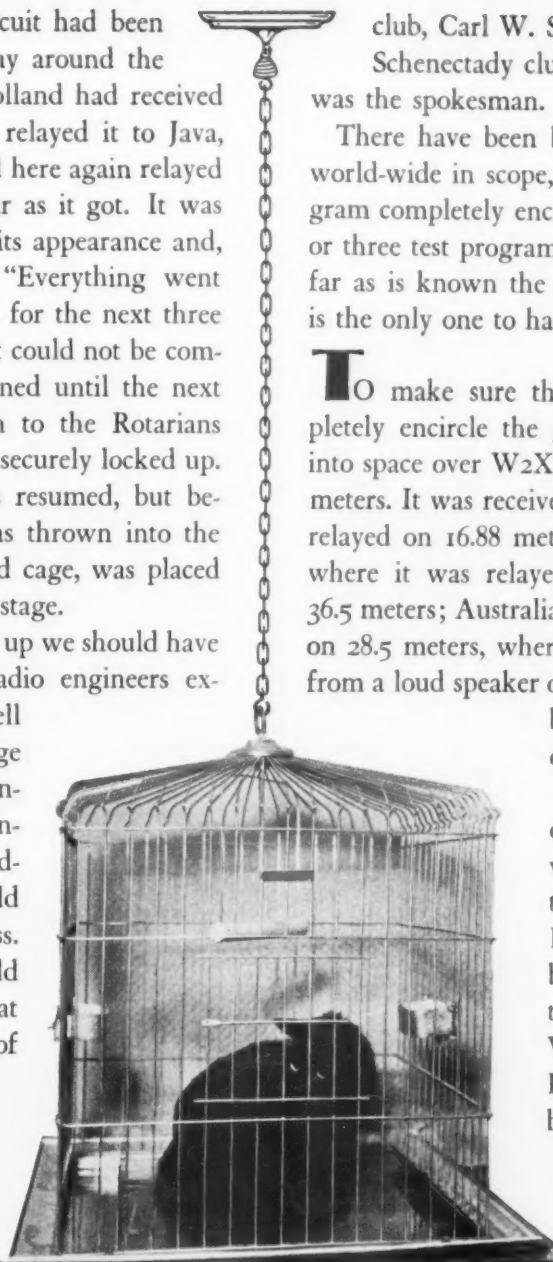
For this round-the-world broadcast, the first in the history of Rotary or any service

club, Carl W. Snyder, past president of the Schenectady club and conference chairman, was the spokesman.

There have been broadcasts before, advertised world-wide in scope, but never before has a program completely encircled the world, except two or three test programs from the same station. So far as is known the short-wave station of WGY is the only one to have accomplished such a feat.

To make sure that Mr. Snyder could completely encircle the globe, his voice was hurled into space over W2XAD in Schenectady on 19.58 meters. It was received in Katwijk, Holland, and relayed on 16.88 meters to Bandong, Java, from where it was relayed to Sydney, Australia, on 36.5 meters; Australia sent it back to Schenectady on 28.5 meters, where it was heard by Rotarians from a loud speaker on the stage. His voice came back as a quick echo in about one-eighth of a second.

To describe the progress of the voice around the world in another way the transmitters at Katwijk, Bandong, and Sydney, might be likened to remount stations. The 20,000 horses of W2XAD carried the voice to Katwijk where a like number of horses took up the burden. Arriving at Java, [Continued on page 44]



# Ideas That Spell Profits

By Lee Davidson

**A** BRIDE of three weeks' experience in the culinary art was bewildered. This night she was to be hostess at dinner to a large group of friends.

"I spent a half hour with her discussing a suggested menu, and helped her select the necessary items . . . She has given us every cent of her business since."

The "I" of this little story *might* be any alert grocer, but it happens to be F. E. Foster, of Jackson, Mississippi, who combines his own ideas of how customers should be served with those supplied by the I.G.A., an "independent chain" system. His "food-counsellor," a large loose-leaf book containing menus, recipes and other kitchen information, is readily accessible to all customers. All of which helps explain why he can report that his sales volume of dry groceries, fresh meat, fruit, and vegetables has increased more than 500 per cent in three years.

\* \* \*

What do women want in furniture? What will they pay?

The furniture department of the Blumstein department store, New York City, got first-hand answers to those questions a few weeks ago. It secured the services of twelve women, selected from a customer list, to come into the store and price the goods for an anniversary sale. The women, given cost figures and other confidential information, proceeded to mark the goods at figures they thought proper.

Not only were the store's managers enlightened as to current trends in feminine taste, but the sale brought more customers on the closing day than had been in the store at one time since Christmas eve.

\* \* \*

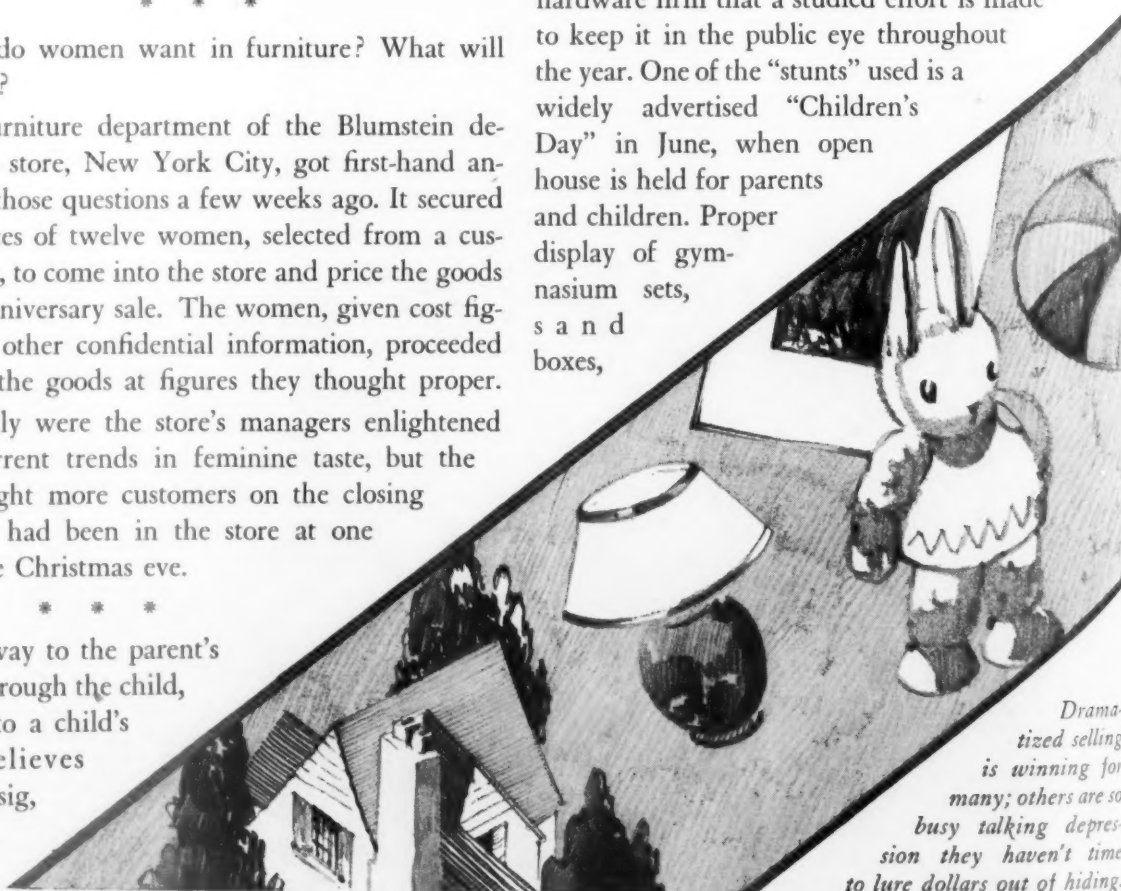
If the way to the parent's heart is through the child, the way to a child's heart, believes Louis Hirsig, of Wolff, Kubly

When the usual sources of business failed to produce, these retailers put fresh ideas to work. The results were increased profits.

and Hirsig Company, of Madison, Wisconsin, is through toys. This company sold \$60,000 worth of toys in 1931, accounting for a fourth of its total volume.

"Many people come to our store for the first time because they want toys," explains Mr. Hirsig. "To reach our toy department, located on the second floor, they must walk the entire length of the main floor, during which time they cannot fail to be impressed by our general hardware stocks . . . The result is that the toy department brings many new customers to our store."

**T**HE TOY business is so important to this hardware firm that a studied effort is made to keep it in the public eye throughout the year. One of the "stunts" used is a widely advertised "Children's Day" in June, when open house is held for parents and children. Proper display of gymnasium sets, sand boxes,



*Dramatized selling is winning for many; others are so busy talking depression they haven't time to lure dollars out of hiding.*

swimming-tanks, and other summer play paraphernalia sustain sales during August and September, months that most toy dealers regard as the doldrums.

\* \* \*

"Shelf-warmers," merchandise that moves not much less slowly than an iceberg, were keeping Goodnow and Derby, retailers at Peterborough, New Hampshire, from showing the profit they wanted. Awakening to the situation, they studied their stocks to learn that most of the slow-moving lines "were bought from sales-

friends—  
'Old Timers'  
—with whom we  
were reluctant to  
part company."

With the problem understood, it was more than half solved. Sense displaced sentiment, and more carefully planned buying has resulted in good news on the profit side of the Goodnow and Derby ledger.

\* \* \*

The Hecht department store at Washington, D. C., has been in business for thirty-five years, but its 1931 dollar volume set a new high mark—due to a four-fold program.

*First:* All merchandise that could be replaced with goods of equal quality for less money was marked down. *Second:* Slow-moving items were hastened on their way by reduced prices. *Third:* Advertising was increased with the gratifying result that increased sales kept the appropriation proportionately less than before. *Fourth:* Realizing that families would buy fewer luxuries and more home

items,  
sales efforts  
were concentrated on the latter.

\* \* \*

Dramatized selling is the secret of the continuing success of the Stop and Shop grocery store in refusing to let the depression cut into its sales despite close competition in metropolitan Chicago. "We watch our records for the previous year," explains Miss Barbara Bever, advertising manager, "and then devise means to keep our sales up. We just *won't* let them drop under."

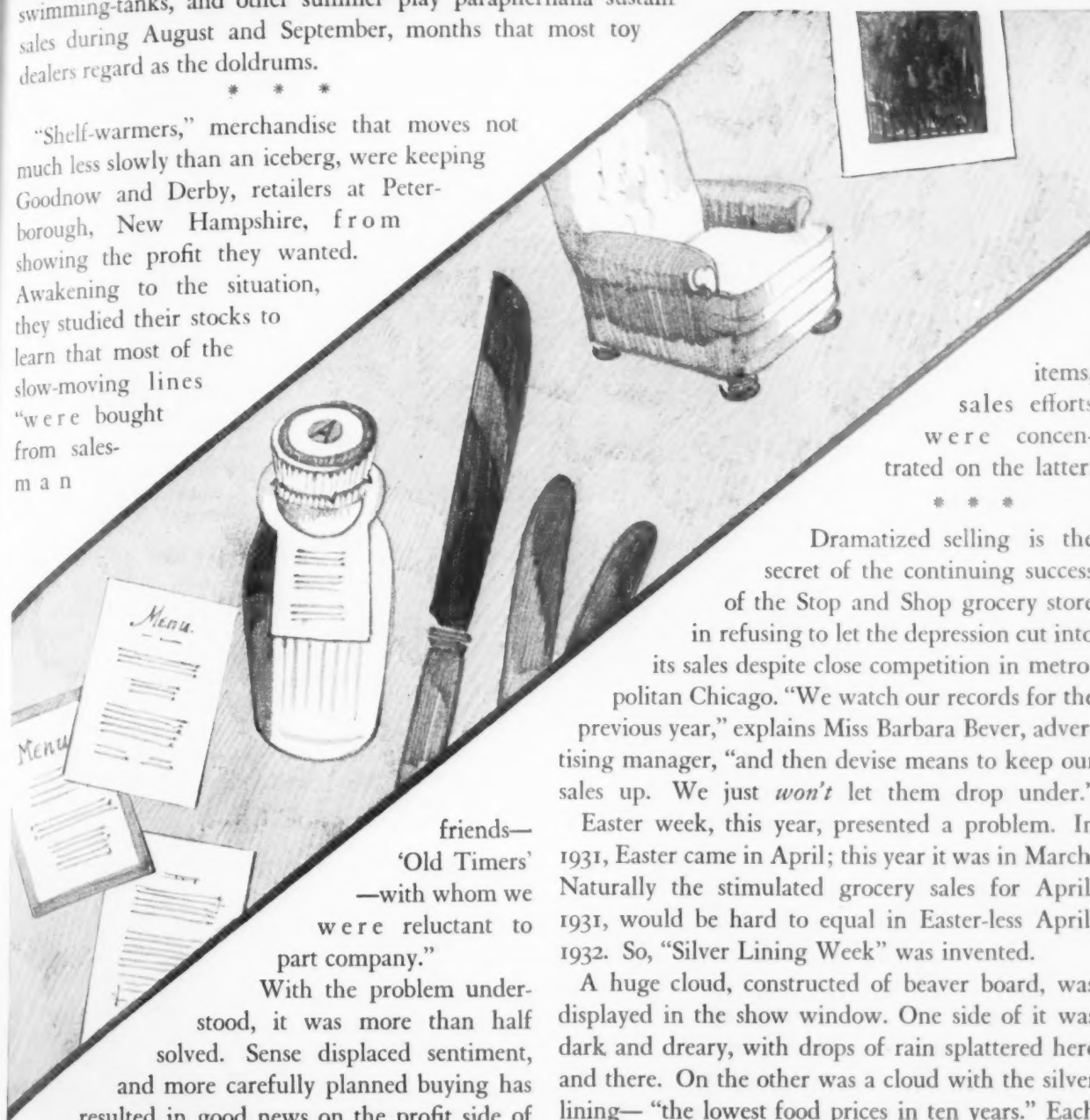
Easter week, this year, presented a problem. In 1931, Easter came in April; this year it was in March. Naturally the stimulated grocery sales for April, 1931, would be hard to equal in Easter-less April, 1932. So, "Silver Lining Week" was invented.

A huge cloud, constructed of beaver board, was displayed in the show window. One side of it was dark and dreary, with drops of rain splattered here and there. On the other was a cloud with the silver lining—"the lowest food prices in ten years." Each department of the store prominently displayed the percentage—ranging from 21 to 50—of decline in its prices since 1929.

The results? "Tremendous," admits Miss Bever. "The week held the monthly average up."

\* \* \*

**W**HERE is the housewife who has not had her troubles because of a dull knife? The H. A. Bennett grocery, at Franklin, New Hampshire, cannily capitalized on this idea, announcing that, "We shall sharpen a knife" for every pound of so-and-so coffee purchased. The response was the kind that makes merchants grin. So-and-so [Continued on page 45]





## This Month We Honor—

**J. C. B. KOONCE**, of Eustis, Florida, a circuit judge whose legal opinions have made him a national figure, because he has maintained a perfect Rotary attendance record since joining in 1925; because he finds time to ride two unusual hobbies—history of the Seminole Indians and sculpturing men and dogs.

**THOMAS R. COLE** (lower left), member of the University of Washington faculty, because, as president of the Seattle Rotary Club which as everyone knows is host to the 1932 convention, he began the custom of telegraphing birthday congratulations to members who, in turn, some 350 of them, heaped his desk with felicitations when his natal day rolled around.

**ROLAND ST. J. BRADDELL** (lower right), former Oxford rugby captain and crew and cricket star, because he holds merited honors in the Malayan bar; because he has contributed to the improvement of housing conditions in Singapore; because, seeing in Rotary an opportunity to bring East and West together in friendly understanding, he took an active rôle in organizing and is now serving his second term as president of the club at Singapore, which, with thirty races represented in its membership, is the most cosmopolitan in Rotary.



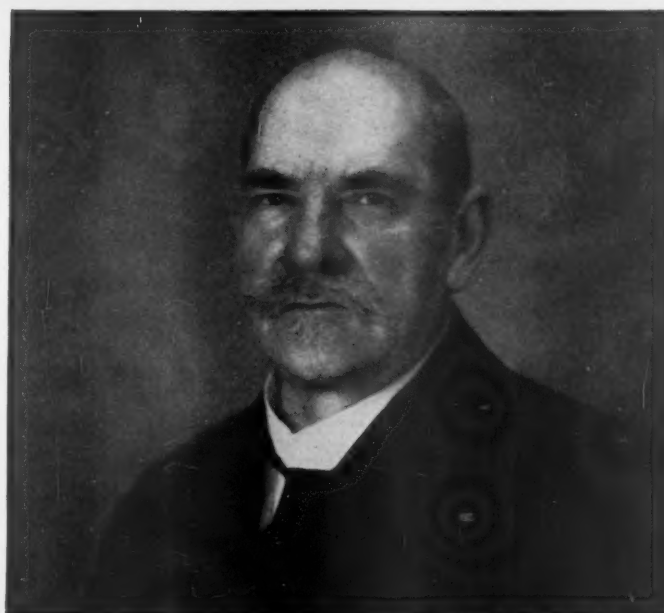
Photo (above): Powell Studio



**THE BAKER FAMILY**, of Zanesville, Ohio, because it has supplied these five loyal and active members of the Zanesville Rotary Club: (front row) Carl; William R., oldest member of the club; and Robert, a director; (back row) Albert T., former officer, and Fred. The latter is a son of Albert; Carl and Robert are sons of William. Another son of William, it should be recorded, takes an active part in Rotary affairs at Lima, Ohio.



**PEHR EVIND SVINHUFVUD**, aged seventy, lawyer, patriot, one-time Siberian exile, honorary member of the Helsinki-Helsingfors Rotary Club, because after retirement from long and distinguished public service, he responded to a call of the Finnish nation in 1930 and formed a cabinet which averted a national crisis; because as president (since February, 1931) of the Republic of Finland, he has won the respect of other nations and the unparalleled affection and loyalty of his own people, all of which is fittingly summed up in the title accorded him by popular consent: Finland's Grand Old Man.



*Photo (above): Apollo, Helsingfors*

**WARNER S. HAYES** (left), Philadelphia Rotarian, and **E. P. CHALFANT** (right), of the Detroit Rotary Club, because their outstanding services have been recognized by election to the presidency and secretary-treasurership, respectively, of the American Trade Association Executives. Rotarian Hayes is an executive of the National Slate Association, Rotarian Chalfant of the National Standard Parts Association.



# Has Rotary a Future?

By Raymond J. Knoeppel

*Former Director of Rotary International*

**T**HE success of any organization is dependent upon a leadership that recognizes the importance of enthusiastic interest on the part of the rank and file. Active participation, diversified and real, compels enthusiasm. It is human to attempt to build the edifice and a one-way path for those who follow after, but this is the same way to smother initiative and enthusiasm.

Prior to the adoption of the Aims and Objects Plan, Rotary found expression through a vast and interesting miscellany of wholesome ideas, simple and sincere. Programs grew inductively as a result of the activities of clubs. We were engaged in the building process. We made splendid beginnings.

Just prior to the adoption of the Aims and Objects Plan, it became the tendency for the outgoing board of directors to suggest either in whole or part the program for the ensuing year; and in some cases the convention of Rotary International impressed this program upon the succeeding administration.

The Aims and Objects Plan had its genesis in Rotary International: Association for Britain and Ireland, and was adopted by the convention of Rotary International at Ostende. Its purpose is stated in the plan as follows: "... for the purpose of aiding in the interpretation of Rotary, of encouraging the individual in the application of the ideal of service in daily contacts, and of endeavoring to secure coordination in the program of activities."

Perhaps it would have been better to say, "for the purpose of aiding in the in-

terpretation of Rotary BY encouraging the individual in the application of the ideal of Service in daily contacts and BY endeavoring to secure coordination in the program of activities."

**T**HIS statement does not intimate more standardized roads but rather that we should be sure that we have a justifiable goal at the end of the road, a goal of such compelling magnitude and inherent vitality that Rotary in the striving for it will gather momentum along the way. We want fibre in the voice that says "I am a Rotarian" and not the desultory flabbiness that goes with formula and stop and go signs.

The Aims and Objects Plan came into being at a time when it was welcome. It fulfills its stated purpose in so far as it has secured coordination in the

program of activities. It is true that there was a great deal of overlapping in Rotary activities and the seas of Rotary and of Rotary accomplishment had not been charted. The preparation of the Aims and Objects programs was, in fact, the taking of a far-reaching inventory of Rotary's activities. These were grouped into four major classifications: Club Service, Vocational Service, Community Service, and International Service.

The real objectives of Rotary are to be found in its Six Objects. These contain both cause and effect. As a matter of causation it is the object of Rotary to encourage and foster:

1. The ideal of service as the basis of all worthy endeavor.
2. The application of the ideal

[Continued on page 51]

**F**IVE years ago the new Aims and Objects Plan was made available to Rotary clubs. Many accepted the new scheme with enthusiasm, for it seemed to make possible a much-needed continuity and correlation of Rotary club effort. It provided for a fourfold program of club, vocational, community, and international service, and seemed to be the answer to the oft-repeated demand that service in Rotary should be organized in such a manner as to give the largest number of members an opportunity for the largest measure of individual effort in club activities.

This article, setting forth the critical views of the author, is published because it represents the opinion of a Rotarian who has served Rotary International, his district, and his club in many official capacities. It does not necessarily represent the views of either Rotary International or THE ROTARIAN. The editors will cordially welcome comments on the opinions expressed, and statements setting forth the experience of clubs utilizing the Aims and Objects Plan as the basis of their programs.

Is Rotarian Knoeppel right or wrong? We should like to know what our readers think.—The Editors.



Those who seek escape from carking business cares owe it to their good natures to hie off to cool lake or brook for a bit of reel adventure.

*This disciple of Walton knows when he has enough—one wall-eyed and two great northern pike, taken from one of Minnesota's ten thousand lakes.*

## When the Fish Bite!

By Cal Johnson

**"A**NGLING is an art—and is demonstrated by the fruits of that pleasant labor which you enjoy when you purpose to give rest to your mind, and divest yourself of your more serious business, and dedicate a day or two to this recreation."  
—ISAAC WALTON.



**T**O the observant angler, running brooks and limpid lakes are books of nature, and their rocky bottoms and wooded shores have preached him sermons—the notes whereof lie in the pages of his worn fly-book or underneath the cover of his battered tackle-box.

The true angler is certainly not he whose rod and reel are but the weapons of his predatory instinct. The love of the art must be above the greed of the catch.

Among real sportsmen-anglers the manifestations of the enjoyment of the recreation are as various as temperaments. Each exaggerates some of its pleasures; but the fellow who realizes them best is he whose rod is a divining wand, who possesses the widest sympathy with the outer world—whether it touch him through his scientific insight, his artistic sensibility, or that nameless poetic feeling which longs

for the sunshine, and the wind, and the rain.

Few business men today can overlook the necessity of spending a certain portion of their time along a laughing, bubbling trout stream, or on a peaceful lake nestled deep amidst the soft, velvety foliage of the outdoors. The stress of present times calls for relaxation of body and rest of mind. And this, as all sportsmen know, is not swivel-chair theory.

No other form of outdoor recreation offers so much wholesome exercise and complete relaxation as fishing—so it is with these opening remarks that I invite you to cast aside your weary business cares, grasp your rod and reel, tackle-box and duffle, and hie for the woodlands and waterways. For it is there where you will find peace and comfort, excitement and thrills—and who knows but what that prize muskie, lunker black bass, whopper trout, or sleek salmon, will fall prey to your skill with rod and reel?



*Rotary visitors to Seattle who seek good fishing after Convention week will find rainbow, steelhead, and cutthroat trout in the streams and lakes of Vancouver Island, providing the finest kind of sport.*

*Gaffing a 20-pound "spring" salmon from a row-boat requires tight-rope balancing plus a quick right arm. "Spring" and "Cahoe" salmon, averaging 15 to 40 pounds, can be tempted by either lure or fly in the waters around Vancouver Island during the best season, June to September.*

North America teems with fishing waters, hence it is possible to enjoy fishing regardless of where you reside. In the east we find numerous trout streams and lakes where practically all species of fresh-water fish await the angler's lure. Off the eastern coast are located excellent sea-fishing grounds which extend south to the Florida Keys. Battling tuna, leaping tarpon, dancing sailfish, fighting bonefish, and other denizens of the salty brine swim in the ocean waters and each season they contribute much to the joys and thrills of the southern angler.

**T**HE Gulf of Mexico offers plenty of sport for the fisherman. Here you find the mighty silver-sided tarpon, the fighting shark and other sea fish possible to take with rod and reel. To the far west, off the Pacific coast, we find more tuna, swordfish, and other huge game fish of the sea. Along the west coast to the north we find surf-casting waters, while inland in the states of Oregon and Washington we find numerous salmon and trout streams. Few fish can outfight the famous Tyee salmon of the west, and the large rainbow and steelhead trout are noted for their fighting ability. On across the Canadian border, in the rugged mountain area of British Columbia, are found numerous trout streams and hundreds of clear, crystal lakes where the red-meated lake trout can be taken on a spinning lure. Circling southward into the beautiful expanse of Glacier National Park we find more waters of a similar nature—and across to the west into the state of Idaho we find still more waters with their intriguing beckon, especially to the trout fisherman.





Photo: Ewing Galloway.

that in the region of the famous Chippewa river basin, near Hayward, the Turtle and Manitowish waters, near Mercer and Woodruff, or the Flambeau chain and the upper Wisconsin river, near Rhinelander, this mighty fish is to be found in abundance.

Michigan also boasts of splendid 'lunge fishing in waters located in the northern section of the lower peninsula. Fine black

*Landing a five-foot tarpon near Venice, Florida—no ordinary job if you ask these fishermen!*

*"An hour's catch" of black bass on one of the lakes of lower Michigan.*

In the Black Hills of South Dakota are located some fine trout streams; then on into the wooded area of northern Minnesota we find some of the finest fishing waters in North America. Here one discovers hundreds of miles of canoe waters, extending across the Canadian border into limpid lakes and rivers where nature is rarely disturbed by man. Huge northern pike, pickerel, and gelatine-eyed yellow pike, black bass, and oodles of pan-fish are found in the waters of Minnesota throughout its northern area. Muskellunge are also taken in some of the Gopher state lakes.

Perhaps the most famous northwoods piscatorial battler, and certainly the most popular, is the mighty tiger of the north—the muskellunge. This great species of mid-Western game fish is taken in many waters of Wisconsin, Michigan, and Minnesota. He is perhaps best known and most abundant, insofar as the United States is concerned, in the state of Wisconsin. It will not be news to muskie fishermen to be told



bass, pike, and trout fishing is also enjoyed throughout the northwoods—not many hours from several large cities.

The geographical location of game fishes in North American waters covers a wide expanse. The only difference found in any individual territory is the variety of species. It might [Continued on page 53]



# Ancient Days of Real Sport

By John A. Scott

**N**OW that Carnegie Foundations and disappointed university presidents are raising their plaintive voices against our extravagant interest in athletics, we might turn with profit to examine the effect that athletics had upon a people who although ancient were yet extremely modern, a people who discovered and gave the name to physics, poetry, mathematics, history, philosophy, ethics, and politics. The Greeks gave us all these, but they gave us also the words stadium, trophy, gymnastics, and athletics. There has never been a feeling for athletics apart from acrobatics except among peoples under Greek influence.

We are apt to forget in our enthusiasm for Greek art, science, and literature that each one of these fields of culture belonged to a small area for a com-

The great era of Greece reflects the influence of athletics on nations. What of the Olympic games at Los Angeles July 30-August 14?

paratively brief period, while the love for athletics lived wherever Greeks were found, that it began before a single line of Greek poetry had been sung, and that it has survived the cataclysms of barbarian invasions and the devastation of Turkish and foreign dominion. When the Olympic Games were revived in 1896, they were celebrated at Athens amid the same splendor and the same enthusiasm, also with almost the same contest, with which they were celebrated 2600 years ago.

Homer who lived at least as early as 900 B.C. said that "the greatest glory a man can gain so long as he lives is the glory he wins with athletic victories won by his hands or his feet." In the *Odyssey* the hero is cast ashore naked and alone on an unknown island, yet the people all believe him a mighty hero when he shows his skill in hurling the discus; and in the companion poem, the *Iliad*, Achilles is obliged to forego his wrath because of his enthusiasm for the games in honor of Patroclus.

**T**HE greatest honor that could come to any city was for one of its citizens to be proclaimed victor at Olympia. Here the rejoicing surpassed belief, the walls of the city were opened and a new road was made so that the victor need not tread on a way made common by other feet, he was greeted with a chorus which sang a song composed for this occasion, he was made an honorary citizen for the rest of his life, was given a front seat at all great occasions, was relieved of the payment of taxes, and some-

"The contests that survived from Homer down were those of most simplicity—the two-hundred-yard dash, throwing the discus, hurling the javelin, broad-jumping, wrestling, and boxing . . . these six were universal . . ."



Photos: Art Institute of Chicago.



*"Sculpture was almost confined to an attempt to reproduce the athletic ideal . . ."*

the javelin, broad-jumping, wrestling, and boxing. From time to time other sports were added or dropped, but these six were universal and only these six. When the Romans took over the rule of Greece, they had little interest for such simple sports; they added the arena with its gladiators, its lions, and its blood. But the Greeks cared only for harmony, for beauty; hence many of their sports were accompanied by music, and men were trained to the strains of the flute or the lyre.

times given a permanent pension, and often new coins were struck in his honor. Their greatest generals, poets, or statesmen never remotely approached this position of honor.

There were many games at many places, there were four national games held at regular intervals at which Greeks from all the Greek world competed, but since the Olympic Games are to be held this year in the United States, I shall confine myself to that festival.

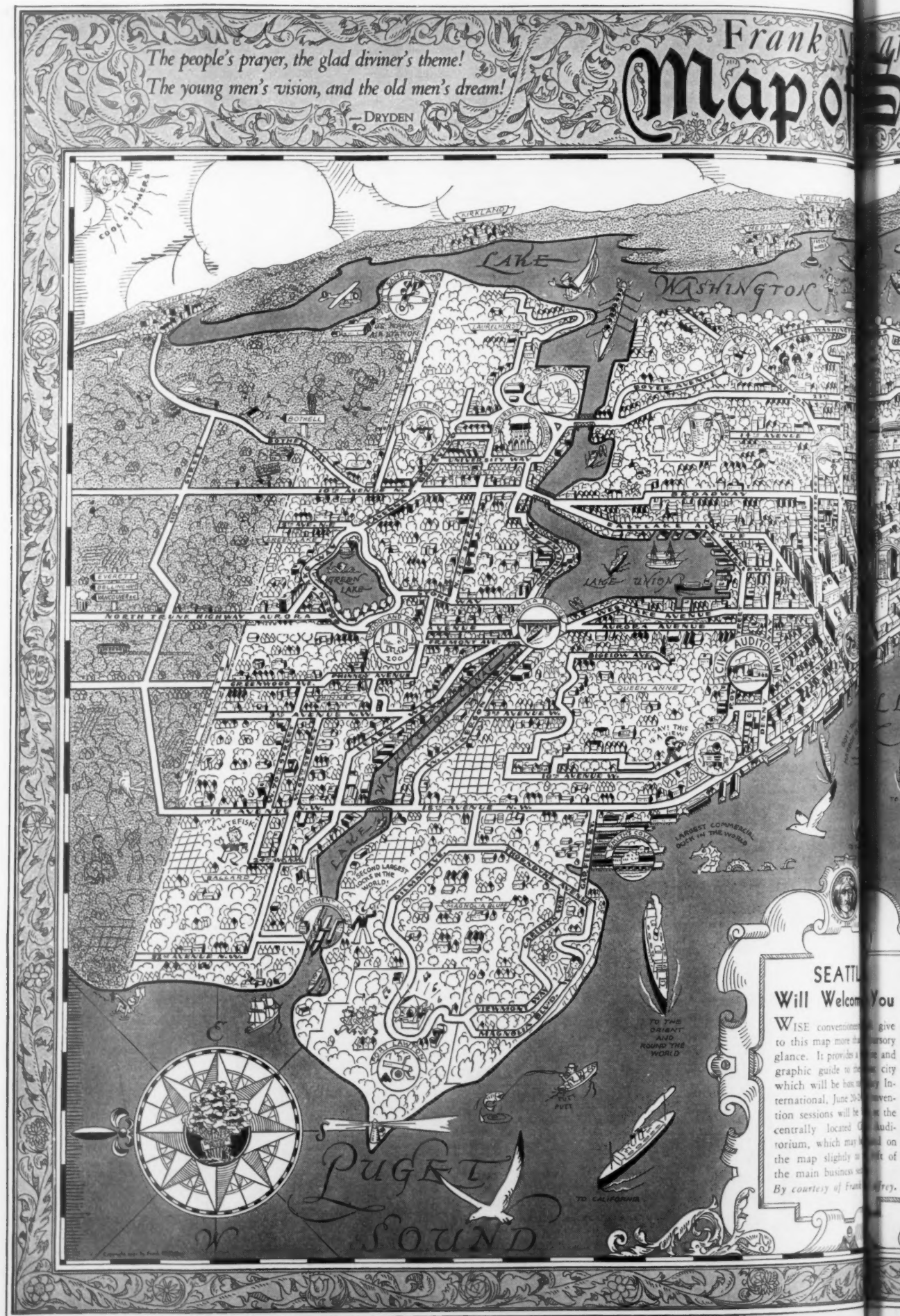
It was held every four years at Olympia, a rather remote region in southern Greece, and it was the records of these games that furnished the only calendar widely used among the Greeks. The list of the winners was preserved with the greatest care, and we know the names of the winners of the two-hundred-yard dash without a break for a period of 996 years, and almost complete for another two hundred years, that is, from 776 B.C. to 395 A.D. A sober historian will stop to date an important event, an event that has changed the story of civilization, by saying it happened on the very year that such a person won such an event at Olympia.

The official winner and the one for whom the Olympiad was named was the winner of the two-hundred-yard dash. The contests that survived from Homer down were those of most simplicity—the two-hundred-yard dash, throwing the discus, hurling

During the first Olympiads the contestants wore a loin-cloth, but a successful athlete lost his, went on, and won; this settled the question and for a thousand years the contestants were naked, and since Greek sculptural art largely confined itself to the portrayal of athletes, Greek art is chiefly of the nude. Even the runners and the jumpers wore no sandals, hence the soil had to be prepared and kept soft to save their feet from being bruised by stones.

**T**HE race-courses were not circular but rectangular, so that a runner in a long race must turn completely around several times in the course of a single race, and must keep accurate account of the laps lest he start to sprint too soon or wait too long and thus not sprint at all. It was in reference to this confusion that Saint Paul wrote, "I therefore run, not as uncertainly," for he kept careful account of the number of laps he had yet to run.

During all the great ages of Greece the parents of every boy secretly hoped to see him a winner at Olympia, so the boys were started in a course of training at seven years of age. It was this universal athletic training that made the Greeks successful against the enormous odds of the Persian wars. The almost universal temperance of those early Greeks was due to the knowledge [Continued on page 50]

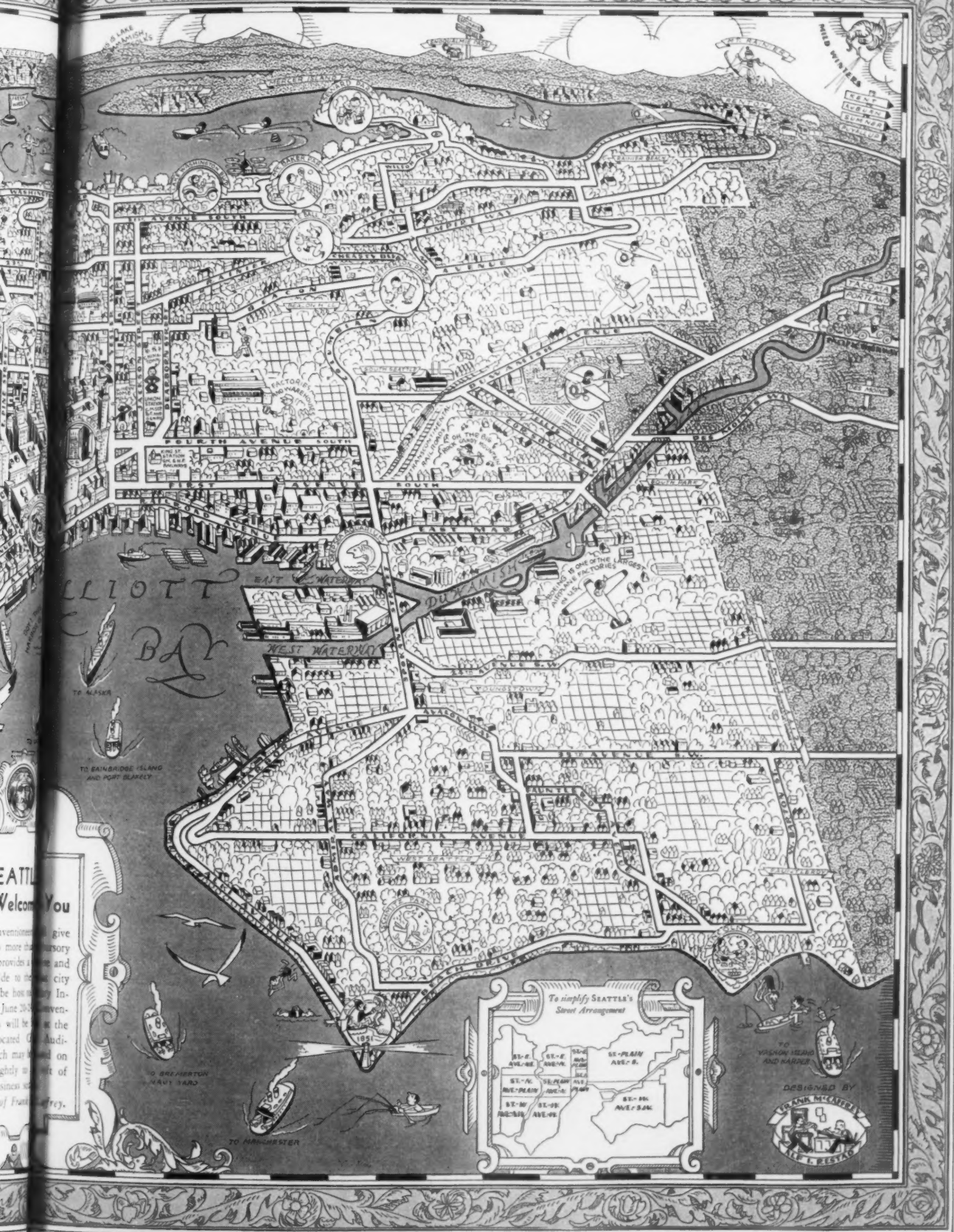




# Frank McCreary's Map of Seattle

... home, the spot of earth supremely blest,  
A dearer, sweeter spot than all the rest.

—MONTGOMERY





*Students at the University of Minnesota can follow outstanding news developments by watching this map. Little electric lights designate the day's center of interest, while newspaper clippings explain the event.*

## Minnesota's Campus Ambassadors

By Leland D. Case

**S**OMETIMES Rotary clubs adjourn early. And while waiters stagger kitchenward under trays of clinking cups and saucers, George and Dick and Oliver and Oscar like to tarry and to chat. They talk of many matters, perhaps nothing more profound than the grasshopper appetite of lake trout or—well, you know.

And, again, they may speak of other matters.

It was so one blistering day last July at Minneapolis. The program had been brief, and a few minutes after one o'clock President Sheldon Wood's gavel sounded. He glanced across the sugar bowls and the ash trays to where sat Dr. Lotus D. Coffman, who, as all good Minnesotans know, is president of their state university.

"Well, Lotus, and how goes it?" began Sheldon, which always is an easy beginning.

A Rotary Luncheon chat—an idea—and now a project that puts Minneapolis on the honor list of clubs stressing the Sixth Object

"Fine as corn silk," was the response, or something like that, "but—"

Whereupon he unfolded to Sheldon and Cyrus Barnum, university Y.M.C.A. secretary who had joined the two, a "problem." It was one about which he as a university executive and a Rotarian long had been troubled.

"Every year out at the university," he explained, "we have about 350 students from forty other countries. English is not the native tongue for most of them, and each nationality has different customs. They of course make little blunders and, when laughed at, are hurt and draw into the shell of their

compatriot acquaintances. They watch other students in the classroom but usually a social distance prevails. I wonder what they think of Americans . . . what they write their relatives back home."

It was just another after-luncheon chat, this one of the president of a Rotary club, the president of a university, and a Y.M.C.A. secretary, but it has led to unique results.

**F**IRST of all, the question that President Coffman had posed disturbed Cy Barnum's peace of mind, made him restless. He started a little campus investigation of his own—and learned many things.

He learned, for example, that though the Y.M.C.A. had long helped foreign students—"guest" students is now preferred—to secure suitable housing and jobs, when needed, most of them in their two or more years at Minnesota "U" never saw American life from the inside of a home.

He learned that these students were not understood by their classmates, often were shunned as "queer," seldom had friendly intimacies of these informal off-hour chats which American collegians for some obscure reason call "bull sessions."

Most surprising of all he learned, when he started to discuss his findings, that Minneapolis Rotarians, though a thousand miles from tidewater, are unmistakably concerned about the improvement of relations among the nations. In the words of one consulted member, they "hanker to do something about it."

But what could they do? Well, Cy had an idea or two. And here let the scene shift to the Sheldon Wood home.

Sheldon, he later admitted, was meditating upon ways of making his administration count in local Rotary history when the telephone jangled. . . . "No, I'm not busy," he lied gallantly, "Not doing a thing. Come on over."

A few minutes later Cy spread before Sheldon a typewritten brochure between whose covers were photographs and some tersely-stated facts. Here were Filipino students now in the university to learn business, agriculture, political economy, sociology, chemistry; boys who within a decade would probably have important rôles in their native islands. Pictures of other national groups told similar stories. Above one

photograph of men prominent in the Chinese republic was this caption: "These men were students in five American universities in 1909." Below it: "Students like these men are enrolled in American universities today." And *between* the lines was this: "What are you going to do about it?"

"Well?" said Cy.

"It looks," admitted Sheldon, "as though here's a job for Rotary. Let's talk it over with Lotus tomorrow."

They did.

"A very important and significant phase of student life," commented the university president. "Good work has been done, but I should like to see a full-time member of the university staff made an advisor to these students. He would help interpret the real America to them. Only . . ." And here "Prexy" Coffman sagely stroked his chin. " . . . the legislature has adjourned without ap- [Continued on page 43]



*Cyrus Barnum, "advisor to foreign students" at the University of Minnesota, a member of the Rotary Club of Minneapolis.*



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# *The* ROTARIAN

*Published Monthly by*

ROTARY INTERNATIONAL

211 West Wacker Drive, Chicago, Illinois, U. S. A.

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## Editorial Comment

### Time for Refreshment

**T**HE twelve-month now rushing to its close has been heavy with crucial problems. To many men and women, toiling against odds, these days have brought defeat and discouragement and weariness of body and spirit. At this moment when the need for a break in the round of daily routine presses upon us, the invitation to go to Seattle comes as a call from labor to refreshment.

Seattle, a metropolis in the heart of the great evergreen Northwest, offers recreation on land and sea. Here eyes are bathed in the balm of blue skies, and from everlasting mountains one may draw new strength in ways long celebrated in song and story. And yet in a more significant sense for Rotarians, Seattle becomes the symbol of refreshment, for in this haven people from many nations will gather to mingle in fellowship and to hold communion on problems that concern all.

No savant understands the chemistry of friendship, enthusiasm, and intelligence. What earthly elements will produce when mixed can be described by a formula, but when men, suffused with zeal, are brought together the product is what no prophet can foretell. In the rubbing of mind on mind, a dynamic force is generated that inspires and exalts.

To each person attending the convention comes the privilege of shouldering great tasks and, in the degree of his participation, of experiencing the exhilaration of new courage, new hope, new resolve.

### Home-Grown Speeches

**O**NE of the most highly regarded privileges of membership in a Rotary club is that of hearing a fellow-member informally discuss his vocation. The speaker is not embarrassed by the presence of a competitor, and he can speak without reserve. Interesting

exhibits, ranging from test tubes to forceps, charts to canned peas, always add to the interest of such meetings.

An expanding file of letters in the offices of *THE ROTARIAN* indicate an increasing use of articles in this magazine, in the preparation of forceful talks on current business and vocational problems. "We find the suggestions on page fifty-six especially helpful in getting the speaker to visualize his theme," one secretary writes. "Most of our men are not polished orators, but when they have a challenging article to start with, it acts like a primer for an old-fashioned cistern pump."

### On Having Scapegoats

**O**NE of the most common errors of critics is that, wish-thinking, they leap from scanty facts to the very conclusions with which they started. This fallacy is as characteristic of those who, overhearing mangled music coming through a keyhole at a service-club luncheon, sneer at the service-club movement, as it is of others who castigate all newspapers and all motion-pictures for popularizing crime.

Always, it seems, men must have scapegoats. Perhaps it is to avoid the disquieting possibility of themselves being blamed for unsavory conditions. Literary historians recall that Daniel Defoe was bitterly upbraided for contributing to the delinquency of youth. Certain reformers, overlooking their measure of responsibility for the evils of the day, clucked knowingly when six children about to be hanged on Tyburn Hill for thievery declared they had gone wrong because of reading Defoe's "Moll Flanders." Only yesteryear thunderous censure fell on dime novels for leading boys into the paths of wickedness.

Today the target is the press and the motion-picture. It has become fashionable to blame on them the sins of our generation. The stock market crash?

The press gave out falsely optimistic information? The gang menace? Newspapers and movies made a hero of the gangster . . . And so the bill of indictment runs. Perhaps some newspapers did print incorrect information about economic conditions but is the press more to blame than the institutions which supplied the stuff? Maybe some newspapers and certain films have made Robin Hoods out of gangsters, but isn't it an indubitable fact that public opinion aroused by a steady rain of publicity put arch-gangster Alphonse Capone behind the bars?

It would be foolish to suppose that newspapers and motion-pictures are *per se* sacrosanct and proper. It is equally erroneous to tar with the same brush of censure all newspapers and all films. Furthermore, it is unfair to the thousands of conscientious men and women who are endeavoring to realize for the press and the theater their proper places in an improving social order. Before indulging in the cheap luxury of criticism of others, perhaps we should ask *ourselves* a few questions. Have we contributed in any way to the condition of which we would complain? We know the newspaperman and the theater-man must draw their livelihoods from their businesses, but have we subscribed for the constructive paper? Do we always patronize the show that is above reproach?

## Where Opportunity Knocks

THE story elsewhere in this magazine of the remarkable project of the Minneapolis Rotary Club calls attention to the fact that annually thousands of selected young men and women—leaders of the future—go to strange lands to study. They are unobtrusive, desperately in earnest—and, not infrequently, lonesome; and yet the casual, often incorrect, impression they get of the people of the land in which they for the time are living is the picture they carry back to their homes.

It is gratifying to note that Rotary clubs are increasingly aware of the opportunity such a situation offers to further the cause of international understanding. The work of the Minneapolis club is echoed in several European Rotary clubs that have contributed generously to the Cité Universitaire, the great student housing-center at Paris. At Eugene, Oregon, Rotarians have made possible the International House, while Madison, Wisconsin, Rotarians have a full-fledged program for opening homes in neighboring towns to the guest students for weekends. The Twenty-third District at its recent conference at Ann Arbor, Michigan, entertained as its

guests at a good-will dinner, two hundred students representing the principal countries of the world.

That honor list might be lengthened, but the significant point is not what has been done, but the expanding realization among Rotarians of the importance of doing something. Every Rotary club—especially those in educational centers—might properly study local conditions to learn how the Sixth Object of Rotary can be interpreted in terms of resultful projects.

## Archives

THE great German Library at Leipzig, founded in 1912 as a repository for all German literature, is assiduously collecting all Rotary literature published in German. Even local club publications and clippings from German newspapers are to go into the Rotary collection, which already exceeds 8,000 items. Officials of the German Library are thus exercising unusual foresight, and are at the same time paying a subtle compliment to Rotary International as a social movement of significance.

Scholars have often observed that those who figure in history are so busy making it that they don't have time to build up archives. That need not be so.

Rotarians, for instance, could follow the example of Guy Gundaker, past president, and make the collecting of Rotary literature a hobby. Rotary clubs might give a thought to keeping permanent files of their weekly publications in their local libraries. Some day these may be invaluable in the preparation of speeches, settling friendly disputes, or the piecing out of a picture of an organization which within a quarter of a century has encircled the globe.

## Why Leaders Lead

THE popular wail that "we have no true leadership," with its implied disparagement of those in authority, is often but a subtle admission of a gnawing inadequacy on the part of the complainer and his fellows. Great men are not born great; rather, the strong qualities for which they are respected and revered are those which the loyal confidence of their fellows have brought to the surface.

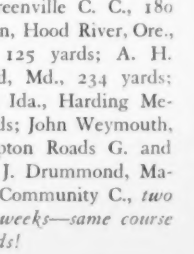
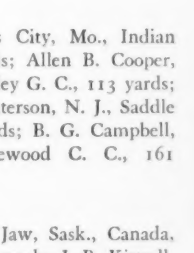
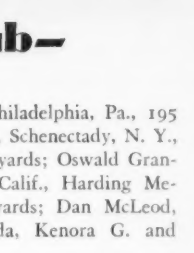
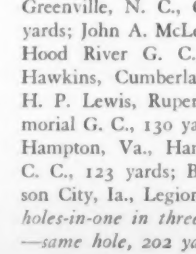
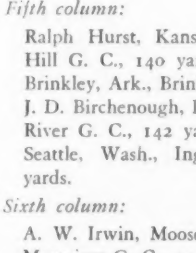
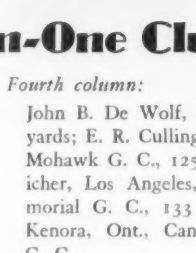
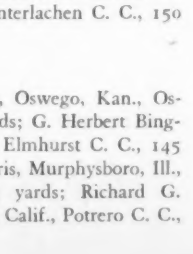
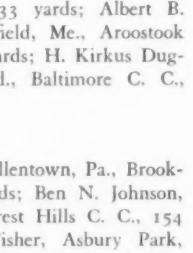
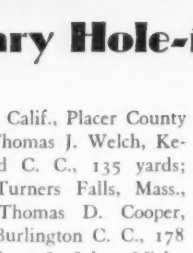
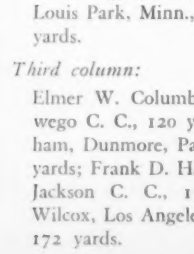
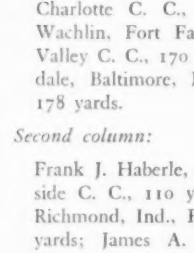
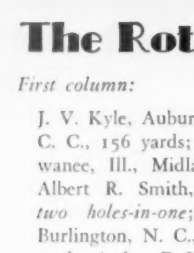
Few leaders fail because too much trust was placed in them; many fail because their followers wavered. It is the way of human nature that seldom do men willfully betray trusts, even small ones. Someone has said that "to have a noble poet, there must be a noble audience." That aphorism should be reworded to fit our day: To have a great leader, there must be great followers.



Underwood &amp; Underwood



Holmes I. Mettee



Grady



## The Rotary Hole-in-One Club—

### First column:

J. V. Kyle, Auburn, Calif., Placer County C. C., 156 yards; Thomas J. Welch, Kewanee, Ill., Midland C. C., 135 yards; Albert R. Smith, Turners Falls, Mass., two holes-in-one; Thomas D. Cooper, Burlington, N. C., Burlington C. C., 178 yards; Arthur E. Wilson, St. Johns, Mich., Charlotte C. C., 133 yards; Albert B. Wachlin, Fort Fairfield, Me., Aroostook Valley C. C., 170 yards; H. Kirkus Dugdale, Baltimore, Md., Baltimore C. C., 178 yards.

### Second column:

Frank J. Haberle, Allentown, Pa., Brookside C. C., 110 yards; Ben N. Johnson, Richmond, Ind., Forest Hills C. C., 154 yards; James A. Fisher, Asbury Park, N. J., 145 yards; Arthur E. Larkin, St. Louis Park, Minn., Interlachen C. C., 150 yards.

### Third column:

Elmer W. Columbia, Oswego, Kan., Oswego C. C., 120 yards; G. Herbert Bingham, Dunmore, Pa., Elmhurst C. C., 145 yards; Frank D. Harris, Murphysboro, Ill., Jackson C. C., 155 yards; Richard G. Wilcox, Los Angeles, Calif., Potrero C. C., 172 yards.

### Fourth column:

John B. De Wolf, Philadelphia, Pa., 195 yards; E. R. Cullings, Schenectady, N. Y., Mohawk G. C., 125 yards; Oswald Granicher, Los Angeles, Calif., Harding Memorial G. C., 133 yards; Dan McLeod, Kenora, Ont., Canada, Kenora G. and C. C.

### Fifth column:

Ralph Hurst, Kansas City, Mo., Indian Hill G. C., 140 yards; Allen B. Cooper, Brinkley, Ark., Brinkley G. C., 113 yards; J. D. Birchenough, Paterson, N. J., Saddle River G. C., 142 yards; B. G. Campbell, Seattle, Wash., Inglewood C. C., 161 yards.

### Sixth column:

A. W. Irwin, Moose Jaw, Sask., Canada, Moosejaw G. C., 140 yards; J. B. Kittrell, Greenville, N. C., Greenville C. C., 180 yards; John A. McLean, Hood River, Ore., Hood River G. C., 125 yards; A. H. Hawkins, Cumberland, Md., 234 yards; H. P. Lewis, Rupert, Ida., Harding Memorial G. C., 130 yards; John Weymouth, Hampton, Va., Hampton Roads G. and C. C., 123 yards; B. J. Drummond, Mason City, Ia., Legion Community C., two holes-in-one in three weeks—same course—same hole, 202 yards!

Bachrach



# Our Readers' Open Forum

*Letters are invited from readers offering comments upon articles, setting forth new viewpoints on Rotary problems. They should be as brief as possible.*

## Exchanges Invited

To the Editor:

"El Rotario," publication of the Sixty-fourth District (Chile) is desirous of exchanging copies with the district and regional publications. If you will kindly send your magazine to the Editor, M. Bert, Casilla 58-D, Santiago, Chile, we shall be glad to arrange such an exchange. Assuring you of our sincere desire to cooperate in furthering the Sixth Object of Rotary,

MARIO BERT, Editor,  
"El Rotario"

Santiago, Chile.

## The Mocking Bird's Song

To the Editor:

On our doctor's orders, Mrs. Palmer and I had to go South in February and March.

It wasn't exactly a pleasure trip but we enjoyed it a lot and one of the real pleasures was in listening to the Mocking Bird.

We would hear them singing when we wakened in the morning and during the day when the sun was warm and bright. Even in the middle of the night a Mocking Bird would be singing in the dark just outside our window.

I don't know whether he sang because the day before had been so good or to keep up his courage as he waited for the sunrise which would start another bright and happy day, but I couldn't help thinking how much the spirit of the Mocking Bird is needed in business today.

There is always another sunrise on the way.

ARTHUR C. PALMER

Waverly, New York.

## Piano-Player to President

To the Editor:

After reading with bated-breath the several secret-revealing discourses about their club positions—those letters of B. H. A. and Ed.—We are roused to the point of wondering why somebody, in all these 3460 Clubs has not come forward with a cheering word of a helpful nature for the individual known as the club musician, or piano player.

His is a position, quite kaleidoscopic in character, which somebody has to fill, and quite as elegantly and gracefully as he who governs the mighty policies of the average Rotary club. Primarily he is to follow, or try to follow, a song leader, who can sing, or cannot sing; one who either waves his arms frantically like an orchardist, surprised by a swarm of bees, or else who leaves the rhythm of the song to the club, with a result that each man interprets unto himself, a method seldom used, excepting in grand opera.

This supple-fingered individual is expected to "play em" fast and slow; low and soft; to raise the pitch, or lower it; to leave out the introduction, or add an extra introduction; play two choruses, or leave out the chorus; or play only the last half of it.

On occasions where soloists are invited without their own accompanist—which happens about half of the time—he spends hours in search of a copy of the song, or else has no chance of rehearsal, or even to brush up in advance on the hard passages. He is even handed a manuscript piano score, probably

poorly and incorrectly written, from which he must produce harmonious melody, or be relegated to the ranks of the "unable."

The writer confesses to the position of club piano-player, and with much pride, submits his attendance record, 100% for 9 years, last February. His club habitually opens with the song "America," and during the meeting, we presume, sings about the average sort and number of songs. Counting 52 lunches per year, he has played "America" 548 times, and about half that many times each of "Peggy O'Neal"—"Sweet Adaline"—"Old Black Joe"—and "Just a Song at Twilight." He has played accompaniments for singers, white, black, and yellow; for male and female; for singers, old in years, and for juvenile performers "with futures."

There does come a certain peculiar sort of satisfaction at each luncheon day, in being able to contribute to whatever entertainment is offered; and the writer feels that in every Rotary club, there is an individual confronted with an "outlook," similar to his own.

It is needless to say that the efforts of the accompanist are unrewarded or even unappreciated—for we know that they are, nearly as much as the decisions and policies put forth by the worthy presidents. Even the "fried chicken" menus are partaken of by the humble pianist; and rounds of applause and expressions of appreciation often eclipse the praises afforded to committee chairmen.

We have often wondered why an association made up of Rotary Piano Players has not been fostered and accorded a place on the map of club officials. Surely there is a kindred tie among them all, and a similarity in service which binds them together, even as past presidents are pleased to refer to each other.

The writer offers this as a suggestion to readers of THE ROTARIAN, and to B. H. A. and Edgar—as president and past president.

In closing we shall state that now, all of our trials and tribulations are at an end, together with the anticipated pleasure of working with the artists, and with them, partaking of the prolonged applause from the assembly.

We have been elected this year's president of our Club!

DWIGHT A. PARISH

Vancouver, Washington, U. S. A.

## "Stumbling Block"

To the Editor:

I personally enjoy THE ROTARIAN from cover to cover and although, naturally, everything does not appeal to me equally—everything is thought-provocative which is, of course, the object of all writings.

I was rather amused at the attitude of one of the correspondents on disarmament.

His idea being that when other states have disarmed, his own country should consider the question. This attitude of course is the stumbling block. Why should any country have the privilege of waiting until all the others have done so, and which country should have such privilege?

WILLIAM E. TIBBS

Halifax, N. S., Canada.

## "Thrilled Again"

To the Editor:

The requested copy of THE ROTARIAN containing the review of "The Barretts of Wimpole Street" by W. Lyon Phelps, came to me this morning. Thank you very much.

I read the review immediately, and thrilled again to Mr. Phelps' wonderful English. You are to be congratulated upon having had such a fine article by such a master of English and of review. Personally I think THE ROTARIAN very worth-while, and always read it with great enjoyment, but this October number is the best ever. I only wish that everybody who will see the play could first read that review.

Accept my congratulations and my thanks.

ABBIE STANLEY LEITCH

Philadelphia, Pennsylvania.

## "Write-Home Week"

To the Editor:

May I suggest that every member of Rotary International who lives in a city other than the one in which he was reared write a letter to the club in his home town, provided there is a club in his home town, telling of his membership in Rotary International, his classification, and anything of a personal nature that he thinks will be interesting to the home-town club?

It might be desirable for a write-home-week to be proclaimed. Or it might be better to encourage writing of such letters without setting any specified time for them to be written.

The thought behind this suggestion is that many men throughout the world are Rotarians unbeknown to the club in the town where they were reared. The writing of these letters would put the absent man in closer touch with the home of his youth and at the same time strengthen the individual ties of Rotary.

I make the suggestion for whatever it may be worth.

OID BELL

Fulton, Missouri.

## Rotary Soft Soap

To the Editor:

During the last decade, it has been my privilege, at one time or another, to belong to four service clubs in different communities, but all embraced in what is known as the Fiftieth District of Rotary. I was first a Lion, then successively, a cog in the wheel of three Rotary clubs, one of which is my present affiliation. The fact that I am a Quaker, yet have willingly paid four initiation fees should somewhat indicate my feeling as to the worthwhileness of such organizations.

THE ROTARIAN, I found to my surprise, to be a readable magazine, steadily improving, and impressive as the dignified messenger of the farflung organization which it represents. The absence of trash from its pages, and the evident desire of the editors to treat constructively a large and varied number of human enterprises, makes one feel the strength of the men behind Rotary International.

It is then, from no Menckonian motives that I call to your attention, a characteristic, which, however small, seems to me to detract from

the value of Rotary messages delivered by many of our members, often those in higher places among us. The phenomenon may be local, though I have noticed it occasionally when visiting clubs outside the Fiftieth District. I refer to a certain sentimentality, which may be termed "soft soap," that all too often creeps into what a Rotarian says to his fellows, at his own club, at an inter-city or inter-county meeting, or at a district conference. Specifically, I shall mention soft-soap about friendship and service, including the quoting of poetry. A corollary is drawn-out speeches, which result from the above soft-soap, and often reach an evangelical plane in their attempt to be inspirational. Certainly I believe in inspiration, nor am I adamant to the transcending qualities of real friendship and service.

I think that by now I understand fully the lasting friendships which are the results of Rotary contacts, so experience has taught me to believe. The first time I heard the poem "A Friend or Two," I didn't mind, but excessive repetition has rather dulled its pleasure. Sometimes I hope that "The House by the Side of the Road," will be pulled down, and another, perhaps harder to find, but more of a retreat, built in its stead. Even Shakespeare cannot escape; I confess that upon occasion, I have wished that Polonius's grappling-hooks had been long steel ones, which reached out from behind the arras to pull a speaker off.

Rotary and service are inseparably linked, in fact the latter is the *raison d'être* of the former, but service can be so obscured in the warm, hazy glow of inspiration, that its specific application is altogether lost.

I do not demand polished oratory, it isn't necessary for a beneficial session. Every Rotarian has been astounded at the wisdom which comes from the mouths of men who may never before have spoken a word in public, when they tell what they are doing in their own particular business. There are big men in our organization, who have done big things; what an inspiration it is to hear them talk about them! Enough serious topics exist in Rotary to take the time of all the district conferences and several international ones as well. We need to know more about what our colleagues in other lands are doing, how they look at world problems. Soft-soap will not develop international mindedness, we want the hard variety, that takes rubbing to work up a lather.

At college a sprightly minded architect built a dormitory with three entrances, but the second and third floors he gleefully left open from end to end. Many a freshman wore out the seat of his trousers, too often good ones, on the gorgeous soap-slides which were made there. An enterprising president put in partitions which stopped the fun, but saved the pants. Would Rotary be strengthened if our embryo soap-slides were divided by walls of practicality, before they get so long that everything concrete slips over the edge?

E. N. COOPER

Riverton, New Jersey.

## "Way Ahead"

To the Editor:

I think THE ROTARIAN is way ahead of any club magazine that I know about. It is very readable and interesting. I hope you can keep it up to its present high standard.

WILLIAM B. WALTER  
President, the Rotary Club

Beatrice, Nebraska.

## Grace for Luncheon

To the Editor:

Having had ten years' contact with THE ROTARIAN, I cannot help but express myself on behalf of the publication, and now I find that in addition to my wife reading the publication upon its arrival, last night, after looking high and low for the same, I learned that my six-year-old son also monopolizes it and had taken it off to bed with him.

The pictures of children from other lands are most interesting, and I believe a great international step can be made by featuring foreign scenes, manners, and customs in each issue.

Recently there came to me a few lines that I cannot help but feel may be of use to the Rotary clubs who use "grace" at their luncheon periods, especially considering the diversity of creed in these gatherings. It follows:

*No vision, and you perish;  
No ideal, and you're lost;  
Your heart must ever cherish  
Some faith at any cost.*

*Some hope, some dream to cling to,  
Some rainbow in the sky,  
Some melody to sing to,  
Some service that is high.*

DON MAXWELL

Westfield, New Jersey.

## ... A King of Persia

Editor, THE ROTARIAN:

I have read with much interest the article by Leland D. Case in the May ROTARIAN on "the Search for New Alloys," a very fascinating subject, with the immense possibilities suggested by the author in the closing paragraphs.

However, I take exception to his first statement about this matter of the possible number of alloys, where he says that a "mathematical genius" has computed that there are 635,013,559,600 possible combinations of 13 cards in a deck of 52. The number is indeed correct, but any schoolboy capable of computing it is not a genius. I am no genius myself, but I computed this number in just seven minutes and enclose herewith the computation, based of course on the rule of Permutations and Combinations which tells us that the number of combinations of  $n$  things taken  $t$  at a time is:

$$\frac{n(n-1)(n-2)(n-3)(n-4) \dots \text{to } t \text{ terms}}$$

$$\frac{1 \times 2 \times 3 \times 4 \times 5 \times \dots \text{to } t \text{ terms}}$$

in this case:

$$\frac{52 \times 51 \times 50 \times \dots \times 40}{1 \times 2 \times 3 \times \dots \times 13} = 635,013,559,600$$

The large size of the number reminds me of the celebrated case of the Persian king's chess instructor, where the king's mathematician lost his job after computing a similar problem. You probably know the story as follows:

The King of Persia, on the occasion of entertaining a visiting king, had to refuse a challenge to play chess with him, and felt ashamed of not knowing the regal game. So he called in the best chess-player of the kingdom and took lessons from him, to such good effect that when the next king visited him he was able not only to play, but to win from his royal visitor.

The King then summoned the chess instructor, thanked him profusely, and told him to name his own reward for his efficient service.

The chess player thought a moment, and then replied asking as his reward one grain of wheat for the first square of the chess board, two grains for the second square, four grains for the third, eight for the next, and so on, doubling each time, up to 64. The King protested that he really ought to name something worth while, but the chess player was firm, so the King agreed to give him what he asked, and forthwith called in his chief mathematician and told him to compute how much wheat he owed. Next day the mathematician gave him the alarming report that he owed the chess-player 18,446,744,073,709,551,615 grains of wheat, or enough to cover all Persia a mile deep—and that he would either have to break his royal word or be utterly ruined, without even making much of a showing against paying the debt.

The story as I first heard it ended right there, with the King in that awful predicament; but later I learned what he did to save his face and his fortune; for he was a just and honest king who never broke his word under any circumstances; neither did he propose to be ruined nor to lose his good reputation. So he did some royal thinking on his own hook, and rapidly decided on his course of action. First he summoned his chief mathematician and fired him for his erroneous conclusion; then, to discharge his debt honorably, he called in the chess-player and the store-keeper of the royal granary, to whom he gave the order to deliver 18,446,744,073,709,551,615 grains of wheat, no more, no less, which the chess-player should count out himself, with the store-keeper and his assistants checking the count so that there should be no mistake. And here the story does end, without informing us whether the King, after saving his royal word, allowed the chess-player to resign his claim or not. The moral I wish to draw is merely that the mathematician got nothing for his service in making the computation.

Please forward this letter to Mr. Case, with my apology for making so much ado about a matter of so little importance.

CHESTER TORRANCE

Havana, Cuba.

## Translations Unnecessary

To the Editor:

May I beg a few inches of space in "Our Readers' Open Forum"?

It is true that we are "only a dot in the middle of the Pacific" but we are proud of the fact that we are American citizens living on American soil using the "American" language. These facts do not seem to be quite clear in the minds of many mainland Rotarians. We are continually receiving letters from chairmen of international relations committees asking for an exchange of flags and international friendships and for letters written in our language which are to be translated and read at some international program at a Rotary meeting in Kansas, Iowa, Alabama, etc. One Rotary club president enclosed letters from his high-school pupils (he is the high-school principal) asking that we have them translated and given to some high-school students here. He also suggested that they in turn might write letters to the mainland children and the club there would have them translated.

This is an "International Community" and we gladly share in any club's endeavors to foster "International-mindedness" and invite all Rotarians to come to the "Paradise of the Pacific" and witness real inter-racial cooperation.

ERNEST A. LILLEY  
President, Rotary Club

Hilo, Hawaii.



*Milwaukee Rotary has had an active rôle in the Milwaukee Association of Commerce. Thirteen of the twenty-seven Association of Commerce directors are Rotarians. At the dinner given recently in honor of William F. Eichfeld, retiring president, sixteen (indicated by asterisks) of the twenty-four officers and directors of the Association, pictured above, were Rotarians—five of them ex-presidents of the Rotary club.*

Left to right, standing: Harry J. Bell\*; William F. Ardern; Whitney H. Eastman\*, Clarence R. Falk; Edward C. Bayerlein\*, Max W. Babb, M. J. Cleary; Fred J. Schroeder\*, Mortum R. Hunter\*, William G. Whyte, Walter C. Carlson\*, A. L. Lindemann\*, Walter F. Dunlap\*, Max E. Friedmann; left to right, seated: John Le Feber\*, Edward E. Gillen\*; Rudolf Hokanson\* (president-elect of Milwaukee Rotary), Walter Schroeder, William Eichfeld\*, Theodore Friedlander\*, Harry B. Hall\* (president of the Milwaukee Association of Commerce), Oscar F. Stotzer\*, John L. Barchard, and Oscar H. Morris\*. The past presidents are Rotarians Eastman, Dunlap, Friedlander, Hall, and Stotzer.

## Rotary Around the World

*Hundreds of letters and bulletins from all over the world reflect how Rotary's aims and objects are put to work. Contributions are always welcome.*

### The Netherlands

#### *Dutch Meet Belgians*

ROTTERDAM—An international, intercity meeting of Rotarians from Holland and Belgium held recently at Rotterdam was attended by about 85 Belgian and more than 100 Dutch Rotarians. The enthusiasm of the occasion was dampened by a most unfortunate automobile accident which resulted in the death of Rotarian Devos of the Brussels club.

### Hong Kong

#### *Charter Night*

HONG KONG—Sir William Peel, governor of Hong Kong, presented the local Rotary club with its charter at a dinner held to celebrate its first birthday.

### Hawaii

#### *For New Lodge*

HONOLULU—Twenty-five dollars has been contributed toward the erection of the Rotary Lodge of the Honolulu club by Howard Crossman, a Portsmouth, New Hampshire Rotarian.

### Germany

#### *Rotary Library*

LEIPZIG—A collection of Rotary publications in the German language has been started in a local library. To give the project a good start, Rotarian Karl von Frenckell of Dresden presented approximately 4,800 weekly bulletins as well as other publications and magazines. Dr. Uhlendahl, a charter member of the Leipzig club, has taken over the supervision of the collection which now has 8,000 items.

### Hungary

#### *Exhibit for U. S.*

BUDAPEST—The Budapest and other Hungarian Rotary clubs have cooperated with other institutions in the preparation of an exhibit of Hungarian products which has been sent to the United States. Rotarian William H. Tolman, chairman of the international service committee of the Pawtucket, Rhode Island, U.S.A., Rotary Club, and an old friend of Hungary, is forwarding the material to schools of sixty-four other cities in his Rotary district through the cooperation of the local Rotary clubs.

### Belgium

#### *Easter Festival*

OSTENDE—The Rotary club of Ostende organized a "Youth Week" in connection with the Easter festival of that city. During this week, tennis, fencing, golf, gymnastic, and dancing competitions were held.

### South Africa

#### *Raise School Standards*

DURBAN—A resolution has been unanimously adopted by Durban Rotarians "that the school leaving age be not less than fifteen years regardless of the standard attained and that the Durban Rotary club recommends this to the Provincial Council and to the Education Department."

### Denmark

#### *Help for the Blind*

COPENHAGEN—A substantial gift for a local home for the blind has been made by Copenhagen Rotarians.

### Bolivia

#### *For Better Prisons*

COCHABAMBA—Believing that there is need for reform in their country's penal institutions, Cochabamba Rotarians have been visiting prisons with a view to working out better living conditions for prisoners and some means of providing them with satisfactory employment and recreation.

### Colombia

#### *Insanity a Sickness*

BOGOTA—An intensive study of the proper care for the insane is being made by Bogota Rotarians. Efforts are being made to bring about a realization on the part of the public that insanity is a sickness, and must be so treated.

### Sweden

#### *Aid Unemployed*

GÖTEBURG—The Rotary club of Göteborg is providing two short vocational training courses for unemployed men and women.

### Czechoslovakia

#### *Sokol*

PRAGUE—A cordial invitation has been extended to all Rotarians by the Rotary club of Prague to attend the Sokol festival in this city in June and July, 1932. It brings together Czech men and women of all classes, religions, and political parties for sports.

#### *Give Books of Goethe*

KARLOVY VARY (Carlsbad)—The hundredth anniversary of the death of Goethe prompted Rotarians of Karlovy Vary to give works of





"Honor and glory were theirs!" Here are the curling players who represented Ontario, Canada, and who scored the highest number of points in the 1932 Olympic winter games at Lake Placid, New York. Three of the four are active members of the Kitchener-Waterloo Rotary Club. In the picture, left to right: Archie Lockhart, president of the Rotary club; R. G. Hall; Harvey J. Sims, past president, and Frank P. McDonald, the club treasurer.

Goethe to four different schools of the city. This club recently sent 100 Czech crowns to five schools in the Erzgebirge for distribution among needy children.

#### *Aid Young Painter*

KUTNA HORA—Timely financial aid on the part of Kutná Hora Rotarians has made it possible for a young artist to finish a course in painting.

#### **Austria**

##### *Feature Bulgaria*

GRAZ—Members of the local Bulgarian students' society, "Balkan," recently appeared in national costumes as guests of the Rotary club. One of the students talked on "The Bulgaria of Today."

#### **Brazil**

##### *Seek Health Improvement*

BELLO HORIZONTE—A special consultation with sanitary engineers to make recommendations for local health improvement has been arranged by Bello Horizonte Rotarians.

##### *To Prevent Leprosy*

JUIZ DE FORA—A substantial sum has been contributed to the Society for the Care and Prevention of Leprosy by the Rotary club of Juiz de Fora.

#### **Federated Malay States**

##### *Aid Boys*

Rotary clubs of the State of Selangor have recently been invited by the inspector of schools to name influential business men who would serve on the committee which will consider jobs for which boys of English schools are eligible.

#### **France**

##### *Meet on the Deep*

BORDEAUX—About three hundred Rotarians and friends celebrated the twenty-seventh anniversary of Rotary International on board the luxurious steamer l'Atlantique as guests of the Compagnie Sud-Atlantique. Rotarians from Bordeaux and San Sebastian joined in the fête.

#### **Jugoslavia**

##### *Poor Children Fed*

MARIBOR—More than 450 children in the suburb of Studenci are being provided with bread and milk by Maribor Rotarians.

#### **Spain**

##### *Fray Junipero Serra*

MALLORCA—Local Rotarians have purchased the house here in which was born Fray Junipero Serra, founder of San Francisco, California, and have presented it to that city. The building has been restored, and it is planned to make of it a museum of Fray Junipero Serra's missionary and colonization work in California.

##### *Two New Clubs*

TOLEDO—The Toledo Rotary Club is the first to materialize of the eight new clubs being organized by Governor Mantecón Arroyo in the Sixtieth District this year. The Rotary club of Córdoba is the second, and Sevilla and Málaga Rotary Clubs share in the honors of responsibility for its inception.

##### *Open Playgrounds*

LA CORUNA—Through the influence of La Coruña Rotarians, local authorities have been persuaded to open up playgrounds in congested parts of the city, thus meeting a long-felt need.

#### **England**

##### *Football for Unemployed*

SUNDERLAND—Social club facilities for 6,000 unemployed men have been organized by Sunderland Rotarians. Twenty-five football teams have been active. The men themselves appoint their committees to run each centre.

##### *Oak Chair for President*

CANTERBURY—Rotarian F. Biggleston recently made and presented an attractive oak chair for the president of the Canterbury Rotary Club. On the back of the chair the emblem of Rotary is artistically portrayed with crown and seal.

##### *£10 for Boys' Home*

WOLVERHAMPTON—The Weston Boys' Home will benefit from the generosity of wives of Wolverhampton Rotarians by a recent contribution of £10.

##### *Carnival Planned*

BRISTOL—As part of the program for aiding the Bristol hospital extension fund, the Bristol Rotary Club has undertaken the organization of a carnival to be held in July.

##### *Raise £11,000*

DARLINGTON—In less than two years, Darlington Rotarians have raised the £11,000 necessary for a new hospital wing to be used for children.

##### *Vocational Guidance*

TOTTENHAM—Rotarians representing six of the leading firms in Tottenham have invited boys to visit their factories. This is in response to the requests of the vocational service committee which has under consideration the subject of "Careers for Boys."

##### *Coordinate Charities*

GRANTHAM—In order that all Grantham social and charitable services might function under one central head, Grantham Rotarians were recently urged to promote such a coordination as had been successfully worked out in Birmingham.

##### *Hospital Services*

SHEFFIELD—Members of the Sheffield Rotary Club have been rendering service to near relatives of patients in the Royal Hospital. They have responded to requests during the night to convey these people from their homes to the bedsides of patients and back again.

#### **Canada**

##### *She Now Walks*

PETERBOROUGH, ONT.—Only two months after the local crippled children's committee had placed her under a doctor's care, little Carolyn Harris, hitherto able to walk only by balancing on the toes of one deformed foot, showed every promise that she would soon be able to skip about as happily as other Peterborough children.

##### *Two Centuries*

WINDSOR, N. S.—Two one-hundred-percent meetings is the boast of Windsor Rotarians for the month of March.

##### *Broadcasts Popular*

MONTREAL, QUE.—Broadcasts of the Montreal Rotary Club's weekly programs have been taking worthwhile lectures to many homes.

##### *Eight Clinics*

OTTAWA, ONT.—Eight clinics with twenty-seven cases in attendance were held during

March, is the report of the crippled children's committee of the Ottawa Rotary Club.

### Cup for Hockey Winners

WINNIPEG, MAN.—The Rotary club cup for the winners of the South Winnipeg Community club hockey league was presented at the annual dinner of the league on April 20. About seventy boys were present.

### "Moving Picture Theater"

KELOWNA, B. C.—The Rotary Club of Kelowna recently took over a moving picture theater for one night, put on one regular show and then filled the rest of the program with skits given by the members of the club. The program was well received and the club was able to turn over to charity more than \$300 after all expenses were met.

### Auction of Donated Goods

FREDERICTON, N. B.—An auction of goods donated by members of the Fredericton Club was held, through which they received approximately fifteen hundred and twenty-five dollars.

## United States

### She Now Sees

CORTLAND, N. Y.—"Thank you very much" was the sincerely grateful expression of three-year-old Luella Ostrander to Cortland Rotarians recently. Blind since birth, Luella now has a good chance to have fair eyesight because of this club's help.

### Past Presidents' Day

LOUISVILLE, KY.—Of the nineteen past presidents of Louisville Rotary, all nineteen are living. Eighteen of them were present on the occasion of Past Presidents' Day, March 24. The only absentee now lives in New York.

### For Young Sportsmen

HOT SPRINGS NATIONAL PARK, ARK.—Hot Springs Rotarians have successfully sponsored a drive for a \$12,000 high-school athletic field.

### Military

HOLLYWOOD, FLA.—Rotarians in Hollywood have been very much interested in the establishment of the winter home of Riverside Military Academy in Hollywood. The regular home of Riverside is in Gainesville, Ga. The sons of Rotarians and members of the splendid 52-piece band of Riverside have been cooperating this winter in furnishing entertainment for the club. The cadets have been entertained in the homes of Rotarians.

### Concert for Charity

BELMONT, MASS.—Belmont Rotarians recently staged a concert the entire proceeds from which have been given to the Belmont unemployment emergency committee.

*The Rotary Club of Toledo, Spain, first of eight new clubs being organized in the Sixtieth District this year, got off to a good start when Rotarians from Madrid, Alicante, Aranjuez, Zaragoza, as well as from France and Algeria, cooperated in the recent organization meeting. Among those in the picture are Governor Mantecón Arroyo of the Sixtieth District, Governor André Gardot of the Forty-ninth, and European Secretary Alex. O. Potter.*

### Twenty Lives Richer

ROME, GA.—Rome Rotarians find themselves \$400 poorer in money but twenty lives richer in children. A clinic for children has been started and hospitals are cooperating with the club in rendering service to as many boys and girls as possible.

### "City of Apples" Invites

WENATCHEE, WASH.—Rotarians who attend the convention of Rotary International at Seattle, Washington, are invited to stop at Wenatchee, "Apple Capital of the World," where every year are grown 16,000,000 boxes of apples.

### Bust of Washington

BRADDOCK, PA.—The Rotary club of Braddock presented a life size bust of Washington to the Braddock community recently as a part of their bi-centennial celebration of Washington's birth.

### Good Will Store

JACKSON, MISS.—Jackson Rotarians have been cooperating with the Junior Auxiliary by furnishing old clothes, shoes, ties, etc., for the Good Will store.

### Tenth Birthday

OPELOUSAS, LA.—Opelousas Rotarians and guests celebrated the tenth anniversary of their club on April 18. About \$300 has been contributed in the present year to the Red Cross charity fund.

### Clothing Exchange

WILKES-BARRE, PA.—Old suits, overcoats, underwear, shoes and hats . . . Wilkes-Barre Rotarians are cooperating with the community clothing exchange in providing old clothing to unfortunate families.

### Provide Spectacles

UKIAH, CAL.—Six school children in Ukiah have been made better students because Rotarians in this city provided them with glasses.

### Eye Aid

CRAWFORDSVILLE, IND.—Crawfordsville Rotarians have given relief to more than twelve school children who have been suffering from eye ailments.

### Clinic for Cripples

CLINTON, MO.—Sixty-two crippled children reported to the clinic sponsored by Clinton Rotarians April 14.

### Cabin for Boys

KNOXVILLE, TENN.—The Rotary club of Knoxville recently voted to give the committee on the school for the deaf the necessary amount of money to enlist eligible boys in a Boy Scout troop and to build them a cabin to be known as the Rotary Cabin.

### New Magazine

FRONT ROYAL, VA.—Front Royal Rotarians have a new club publication called the *Fellowship News*.

### Supply Garden Seed

RALEIGH, N. C.—The supplying of garden seed for thirty-eight families in Caraleigh Mill Village is one of a number of worthy objects the local Rotary club has aided during the past few months.

### Aid Students

OCEANSIDE, CAL.—Oceanside Rotarians take particular interest in student loans, and when the fund is depleted, the members themselves individually raise money. One member has contributed \$15 per month for nine months and each of the others has put up two dollars per month, thus raising enough money to send an Oceanside "half-orphan" girl to a San Diego business college.

### Minstrel

PERRY, N. Y.—The fourth annual minstrel show for the benefit of the students' loan association was staged recently by Perry Rotarians before an audience of over 1,000. About \$1,100 was netted, bringing the total for four years up to about \$4,500—a commendable record for a club in a town of 4,500 inhabitants.

### "Hearts Open"

OPELIKA, ALA.—"Our Hearts are Open Against Yours," is the title of pamphlet which has been printed from the extracts of replies to a letter sent out by the Opelika Rotary Club. More than 1,200 Christmas and New Year let-



ters were sent to more than 1,200 clubs outside the United States, and around four hundred replies from more than forty countries have been received.

### International Art

PAWTUCKET, R. I.—Some twenty-five posters, beautiful specimens of modern Italian graphic art, together with a series of illustrated stories of the most important towns and cities in Italy, have been received by the international service committee of the Pawtucket Rotary Club. An exhibit of Royal Copenhagen porcelain from Copenhagen has been added to the club's collection of the fine and graphic arts.

### "Adopt" Baby

DALLAS, TEXAS—The crippled children's committee of the Dallas Rotary Club has "adopted", for one year at least, three-month old Bobby Frank Wallace. Bobby had a dislocated hip and has been placed in a plaster cast from which he will not emerge for a long period of months. The committee is also providing treatment for several other children.

### Pan-American Day

HOUSTON, TEXAS—Consuls from various Pan-American countries were guests of the Houston Rotary Club at their Pan-American Day on April 14.

### Rotary Anns Help

ELMIRA, N. Y.—A card party held annually by Elmira Rotary Anns has provided funds for the children's reconstruction home; this has been responsible for meeting many needs of patients.

### 18 Years' Service

LITTLE ROCK, ARK.—Sidney M. Brooks, secretary of the Little Rock club since its organization eighteen years ago, and now governor of the Sixty-second District, was honored by fellow-Rotarians when he paid official visit to his home club recently. For his faithful services to Rotary, a very fine wrist watch was presented to him.

### Gives Building

PETALUMA, CAL.—A Boy Scout executive building has been made possible in Petaluma due to the interest and financial backing of an individual member of the Petaluma Rotary Club.

### Sell Cake for Cripples

MT. CARMEL, ILL.—The local crippled children's fund has been increased by \$14 because Rotarian Sol H. Blank brought his birthday cake to the weekly meeting and put it on sale.

### Mock Trial

HAZLETON, PA.—A mock trial conducted recently by Hazleton Rotarians will net a profit of over \$200 for the Junior Club fund.

### Idea

MILWAUKEE, WIS.—The Milwaukee Rotary Club's weekly letter is imprinted each week on

a different member's stationery. This has the practical result that the classification of one man is each week fixed in the minds of other members of the club.



*Rotarians in several South American republics saw the need for a "drive carefully campaign," so monuments such as this one on the road to Caracas, Venezuela, have been erected.*

### Clothe Graduates

TULSA, OKLA.—Rotarians of Tulsa, by making over discarded suits, will make it possible for fifteen high school boys to have suitable clothes for graduation.

### \$250 for Scouts

ALHAMBRA, CAL.—The Boy Scout drive in Alhambra was aided by more than \$250, due to the generosity of the Rotarians in this city.

### Minstrels Raise \$1,600

PEEKSKILL, N. Y.—More than \$1,600 was raised at the Rotary minstrel show. Proceeds will be divided between the Associated Charities and the Milk Fund.

### Speechless

HOLTON, KANS.—A recent "speechless luncheon"—given over to discussion of current ques-

tions—proved a successful meeting for the local Rotary club.

### For the Virginia-Bound

FREDERICKSBURG, VA.—Rotarians planning to visit Fredericksburg, and other Virginia cities, in the limelight now because of the Washington bi-centennial, are cordially urged by Rotarians of District Fifty-six to consult their official Rotary directories and visit as many clubs as possible.

### An Achievement!

CUSHING, OKLA.—Since September, 1931, local Rotarians have been individually responsible for members of a Scout troop made up of underprivileged boys. Since that time, not one of the youngsters has been in police court, and grades at school have been as good as or better than those of other troops.

### \$5,000 Cripple Fund

COLUMBUS, GA.—A local Rotarian has given \$3,000 to a \$5,000 fund being raised by the Columbus club to provide care at the Warm Springs Foundation for poor children suffering from infantile paralysis.

### "Glee Club" Concert

MAPLEWOOD, N. J.—To increase the student loan fund, the Rotary Club of Maplewood sponsored a concert by the Columbia University Glee Club.

### "Given Free Treatment"

CHARLOTTE, S. C.—The Rotary Club of Charlotte maintains an Orthopedic Clinic once a month at which from 300 to 400 are treated during the year. Nearly a hundred school children are also given free treatment for eye, teeth, and throat disorders.

### "Furnish Books, Clothing"

JOPLIN, MO.—The Rotary Anns of Joplin have furnished books, clothing, luncheons, and personal encouragement to thirty girl high school students this year, who, without this assistance, could not have continued with their schooling.

### 100% Attendance

WEST CHESTER, PA.—Another member of the Rotary Club of West Chester will complete his tenth year of 100% attendance soon and this will make four members of this club who have maintained a perfect attendance record for ten or more years.



*Members of this Rotary hockey team have brought honor to themselves and to their sponsors, the Peterborough, Canada, Rotarians, by completing the season with four victories, one tie, and no defeats, thus winning the Junior city championship.*



*Ceremonia de Inauguración de la Primera Conferencia de Distrito de los Clubes Bolivianos. Preside el señor don Federico Martins, Presidente del Club de La Paz. A su derecha, Sr. don Luis Tejeda, Rotario, Vice-Presidente de la República; Dr. don Tomás Elio, Ex-Presidente del Club de La Paz; Dr. don Aurelio Melán, Presidente del Club de Cochabamba y Dr. don Juan Manuel Sainz, Presidente del Club de Sucre.*

*A su izquierda, don Heriberto P. Coates, Comisionado General Honorario de R. I.; Dr. don Telasco Castellanos, Presidente del Club de Córdoba, Argentina; Coronel F. Osorio, Rotario, Ministro de Guerra y Dr. don Néstor Gutiérrez, Presidente del Club de Potosí.*



## Prejuicios ♦ ♦ ♦ Por Manuel Hinojosa Flores

LA CONFERENCIA de los clubes rotarios mexicanos que se celebró en Tampico el año pasado nos brindó la oportunidad de oír uno de los más sugestivos discursos de que hayamos tenido noticia, en relación con la forma en que pueden cristalizar los ideales rotarios que persiguen una mejor comprensión entre todos los hombres, comprensión que reconoce por meta la paz orgánica universal fincada, no sobre el mutuo temor ni sobre la mutua amenaza, sino sobre la supresión de los prejuicios y la anulación de las desconfianzas de pueblo a pueblo.

Decía Clinton Anderson, ex-director de Rotary International y autor del sencillo cuanto bello discurso, que si él participara de los prejuicios que privan en el criterio de algunos de sus connacionales, al llegar a nuestra conferencia seguiría creyendo que el inglés es un hombre frío, egoísta, calculador y hermético. Pero al conocer en ella a Monte Turner, que es inglés y que es afable, altruista, sincero y amigable y al hallar aquí y allá a tres o cuatro o diez ingleses más con características similares, no solamente comprendería que no todos los ingleses son del tipo que él creía, sino que es posible que la mayoría de ellos sean precisamente lo contrario.

Pensaría de los españoles que sólo para empuñar la daga retiran de sus manos las alegres castañuelas y que no tienen más misión sobre la tierra que cantar y bailar y sentir celos asesinos. Pero en la conferencia ha conocido a varios españoles que si han bailado la jota alguna vez no lo han hecho con más frecuencia que él los fox-trots de su tierra y que los puñales los han visto en las

armerías o en los museos. Que se ganan la vida mediante un trabajo honrado al que sirven de inspiración también principios morales, aspiraciones e ideales muy semejantes a aquéllos que a él sirven de estímulo en su constante bregar.

De los mexicanos creería que eran hombres adustos con caras de matones bajo el enorme sombrero, siempre dispuestos al crimen y refractarios a cualquier sentimiento noble. Sin embargo, en la conferencia ha encontrado a una infinidad de mexicanos que visten como él, que no han matado a nadie, ni aspiran a hacerlo; que llevan retratadas en su rostro la bondad y la honradez, sin que ninguna cicatriz ni ningún gesto agrio de "villano" de película barata los distinga del resto de los hombres buenos del orbe; que abrigan en su alma sentimientos de mejoramiento general y de bienestar universal iguales a los que él abriga y que se hermanan a él en su ideal de contribuir al desarrollo de una humanidad mejor.

Y así, aquel hombre que pudo haber llegado cargado de prejuicios a la conferencia, por medio de una experiencia personal, ha tenido ocasión de rectificarlos y de formarse un criterio sólido sobre los otros hombres y ha podido darse cuenta de los anhelos y aspiraciones de una buena parte de la humanidad, que antes juzgaba de manera errónea, lo que determinará que su opinión, ya perfectamente orientada, pueda influir sobre la opinión de sus amigos, de sus relaciones comerciales o profesionales, en la comunidad en que vive y sea susceptible de originar que en dicha comunidad se despierte un sentimiento de simpatía para aquellos pue-

blos que antes eran vistos con desprecio, con aversión o con desconfianza.

Y de esta mejor comprensión, de este entendimiento encauzado por la vertiente suave y segura de la verdad, lógicamente ha de derivarse un sentimiento sincero y poderoso de buena voluntad de unos pueblos hacia otros, sentimiento que habrá de pesar en forma definitiva en el ánimo de los gobiernos cuando pretendan aventurarse en alguna empresa bélica.

Naturalmente, no se puede esperar que esta corriente de simpatía, que con tanto entusiasmo prohija el rotarismo, se resuelva en forma práctica desde luego. Están poderosamente incrustados en los sentimientos colectivos los prejuicios de raza, nacionalidad, secta y hasta patriotería para que pretendamos alcanzar resultados definitivos de la noche a la mañana. Los prejuicios subsisten y se arraigan en nosotros por la inercia, hasta convertirse en preocupaciones que se conservan por la pereza intelectual y que son refractarias a reformarse por el horror que instintivamente siente el hombre por todo lo nuevo.

Pero el rotario tiene su mente abierta a los pensamientos elevados y a las ideas nuevas y lucha con entusiasmo, con constancia y con fe para ganarle terreno día a día al prejuicio, y hoy mediante un triunfo de alcance meramente personal y mañana dominando sobre la opinión de una pequeña comunidad y, después, pesando sobre el criterio de un pueblo entero, se alcanzará el ideal de armonizar los intereses humanos a través de la mutua comprensión y se convertirá en una realidad tangible la posibilidad de desterrar para siempre de la faz del globo el azote infernal de la guerra.

## Actividades Rotarias

### Estados Unidos de America

#### *El Día de los Ex-Presidentes*

LOUISVILLE, KY.—Los diez y nueve ex-presidentes del Rotary Club de Louisville viven todavía. Diez y ocho de ellos estuvieron presentes el 24 de marzo en que el club celebró el Día de los Ex-Presidentes. El único ausente vive en la actualidad en Nueva York.

### España

#### *Parques para Niños*

LA CORUÑA.—Los rotarios de La Coruña han influido para persuadir a las autoridades locales de la necesidad de establecer parques para niños en las zonas populosas de la población, necesidad que se había dejado sentir en forma imperiosa por tanto tiempo.

### Canada

#### *Trasmisión por Radio*

MONTREAL, QUEBEC.—La trasmisión por radio de los diversos números de los programas semanales del Rotary Club de Montreal está proporcionando una serie valiosa de conferencias para muchos hogares.

### Africa Del Sur

#### *La Edad Escolar*

DURBAN.—Los rotarios de Durban tomaron por unanimidad el acuerdo de que "la edad para abandonar la escuela no debe ser inferior a quince años, sin que se tengan en consideración las calificaciones que el estudiante haya merecido, y que el Rotary Club de Durban haga una recomendación en tal sentido al Concejo Provincial y al Departamento de Educación."

### Bolivia

#### *Mejoramiento de las Prisiones*

COCHABAMBA.—Bajo la impresión de que son necesarias reformas en las condiciones de las instituciones penales del país, los rotarios de Cochabamba han estado haciendo visitas a las prisiones con la mira de mejorar las condiciones de vida de los reclusos y procurar proporcionarles ocupación satisfactoria, así como sano esparcimiento.

### Hungría

#### *Exhibición de Productos Húngaros en los E. U. A.*

BUDAPEST.—El Rotary Club de Budapest, así como otros Rotary clubs húngaros han cooperado con otras instituciones en la preparación de una exposición de productos húngaros que ha sido

enviada a los Estados Unidos. El rotario William H. Tolman, presidente del comité de relaciones internacionales del club de Pawtucket, Rhode Island, E. U. A. y viejo amigo de Hungría, ha estado reexpidiendo el material respectivo a las escuelas de otras sesenta y cuatro poblaciones de su distrito rotario mediante la cooperación de los diversos Rotary clubs de dichas poblaciones.

## El Atletismo en la Antigüedad y en los Tiempos Modernos

Por John A. Scott

**A**HORA que las Fundaciones Carnegie y algunos decepcionados presidentes de universidad elevan sus voces doloridas en contra del atletismo, conviene examinar los efectos de éste sobre un pueblo que aunque pertenece a la antigüedad es perennemente moderno: Grecia.

Los triunfadores en las justas atléticas de los griegos antiguos eran objeto de honores inusitados que nunca llegaron a alcanzar los más grandes generales, ni los poetas, ni los estadistas.

La preparación atlética de los niños griegos principiaba a los siete años y los padres alimentaban siempre la secreta ilusión de ver a sus hijos cubiertos de gloria en Olimpia. Esta preparación universal hizo posibles los triunfos de las huestes helenas sobre las incontables ordas persas. Además, la certidumbre de que rara vez los vicios y el triunfo en las justas atléticas son compatibles, determinó la observancia de una temperancia general en aquel maravilloso pueblo.

Un brillante ejemplo de lo que el atletismo significaba para los griegos nos lo ofrece Ignacio, un protomártir cristiano, que escribía a Policarpo, anciano de ochenta y seis años próximo a ser quemado en aras de su fe, recomendándole que se portara como un verdadero atleta de Cristo. Precisamente este espíritu del atletismo que impulsa al cumplimiento del deber, a sobreponerse a las dificultades y a subordinar éstas a objetivos elevados, fué el que hizo de los griegos el pueblo dirigente en los más nobles dominios del espíritu.

La democracia, la paciencia, la temperancia y el dominio de las pasiones son parte de la cosecha del atletismo griego y tales resultados se tornan universales cuando el atletismo forma parte de la vida del pueblo en general.

Necesitamos participantes activos, no meros espectadores, pues al espectador no corresponde la gloria del atleta que Píndaro llamaba LA VICTORIA DEL ESFUERZO.

## ¿Hay Necesidad de una Nueva Forma de Programas?

Por Alexander G. Ruthven,

Presidente de la Universidad de Michigan

**E**STÁ de moda en los días que corren censurar el éxito y tornarnos campeones de aquéllo que aun no ha demostrado su eficacia, sobre todo si de esta actitud no se deriva responsabilidad para nosotros.

Los Rotary clubs y demás organizaciones similares han resistido satíricamente las censuras, pero esta circunstancia no los releva de la necesidad de estudiar concienzudamente sus posibilidades de servir.

¿Cuál es la función real de ellos en la vida moderna? Representan una especie nueva de relaciones sociales. Hasta la aparición de ellas no había un conducto efectivo por medio del cual los hombres de negocios y profesionales pudieran manifestar su capacidad de ciudadanos conscientes. Su organización característica permite el intercambio de ideas y opiniones entre sus diversos componentes, pero también determina una responsabilidad en la orientación de las ideas y opiniones contemporáneas.

Si los clubes funcionan debidamente en la actualidad, es conveniente estudiar sus posibilidades para un futuro desarrollo. Es obvio que la sociedad necesita de organismos más efectivos para expresar la opinión pública consciente y que las actividades de los clubes son aún demasiado escasas para llenar este fin. Si aceptamos la responsabilidad que de esto se deriva, hay que determinar el esfuerzo que se requiere para hacerle frente y hay que estudiar la forma de adaptarse a tal necesidad. La preparación para la vida es un proceso tan largo como la vida misma. Con este principio por base, habrá que afrontar el problema por medio de programas que ofrezcan un estudio sistemático sobre un tema determinado, sea éste el estado actual de los negocios, el mejoramiento local o las relaciones internacionales; y su desarrollo total será objeto de una serie de programas.

Estos programas cuidadosamente coordinados y conscientemente preparados mantendrán viva la atención y estimularán el pensamiento.

Sostengo que esta clase de organizaciones son de gran importancia social, pero que no irán muy lejos si no adoptan métodos de educación constante y progresiva que prepare a sus miembros para enfrentarse inteligentemente con los problemas sociales.

## Minnesota's Campus Ambassadors

[Continued from page 31]

appropriating money for the work. It won't meet again for two years."

President Wood carried the story back to Minneapolis Rotary. When he told his listeners that two good friends "just to start the thing" had promised half the amount necessary to carry the project the first year, things happened fast. Someone proposed that Rotary underwrite the budget for the "advisor to foreign students" for one year. The club unanimously passed the resolution—semi-seriously characterized as the only one ever to pass Minneapolis with a hundred per cent aye vote.

All of which happened last summer. When the fall term opened, Cy Barnum, chosen because of his long experience on the Minnesota campus, was on duty as a university officer. He was given a special room in which to meet students from other lands. Here their problems of registration were discussed and solved. Baffling difficulties faded in the atmosphere of friendship.

"Professor" Barnum then helped the guest students find suitable rooms. He arranged for them to meet their fellow nationals and Americans with similar interests. He frequently explained customs and idioms that puzzle and bewilder those from other countries.

"Do you think I can get some lecture engagements?" asked a graduate student from India. "I can speak on live topics affecting the Orient, and, if desired, in my native costume." Cy thought he could—and helped arrange them. . . .

And so it has gone throughout the year, a busy one for the advisor.

**N**EXT fall many problems affecting registration will be ironed out for the guest student before he arrives. The advisor will handle preliminary correspondence, and will explain with more than usual care the steps necessary for a transfer of school certificates. Helpful hints will be offered on ways of orienting one's self to American campus life.

The advisor will cooperate with representatives of the American University Union, the Pan-American Union, and the Y.M.C.A.'s Committee on Friendly Relations with Foreign Students to welcome newcomers at the railroad station. When they report to the university, they will at the outset be unmis-

takably assured by the advisor and his assistants of a sincere and abiding interest in their welfare. And when they desire a sympathetic, understanding counsellor with whom to discuss personal problems, they know to whom to go.

\* \* \*

But the new officer's job does not stop with the guest student. The campus world is his parish. He preaches the gospel of international acquaintance and understanding among the American-born as well as the foreign collegians. A growing campus consciousness of other lands, already stimulated by student travel tours, is intensified by a large world map, prominently displayed. Tiny electric lights call attention to "today's hot spot in the news," while newspaper clippings explain the "why."

Forums on international topics, formerly sponsored by the "Y," have been continued. Pageants and exhibits are frequently staged, but the most trusted plank in Director Barnum's platform is planned social contacts. He realizes clearly that if Minnesota's guest students, all but six of whom this year have come from nations signatory to the Kellogg peace pact, are to know the *soul* of America, they must see more than the campus, stores, banks, moving pictures, and dance-halls. He believes it essential that they have the opportunity of seeing what few "outlanders" in any country ever see—home life.

Here is where Rotary helps again. A special committee, headed by Harry B. Craddick, former director of Rotary International, assists the university officials in opening homes to the visiting students. Uniquely interesting programs have been staged for clubs in Minneapolis and cities throughout the state, after which, of course, the visitors are entertained in private homes.

"The students seem to enjoy it," one downstate householder wrote Chairman Craddick, "but we who open our homes to the stranger profit the more. The relations we have established with our *fraulein* guest are most cordial and they will never lapse because of negligence on Mrs. —'s part or mine."

A Rotary Ann reports that following a Sunday dinner of fried chicken, and after a friendly romp with her children,

one boy from the Far East was about to bid goodbye to his hosts. Suddenly he turned and said, "I never knew what American women really were like—until I saw you in your kitchen." He had just gained an impression of American womanhood which no motion picture, exported to his home land because its distortion makes it unsalable in the United States, can ever eradicate.

"I'll never forget," a lonely boy from Europe told his new friends one evening, "seeing your little girl say her prayers at her bed tonight. I didn't know you Americans do such things."

**L**OCAL newspapers in towns visited by these Rotary-arranged groups have commented most favorably—thus spreading the Sixth Object leaven. Most of the editors have been quick to catch the underlying purpose, that of giving the future leaders of other lands an insight into unofficial America. They point out that children are, under the skin, the same the world over, that no favors are remembered so long as those done for lonely boys and girls, and that no friendships endure so steadfastly as those formed in youth.

One weekly newspaper editor put it this way:

"These away-from-home students will soon return to their native lands, where the training they have received will enable them to rise to positions of power and trust with surprising rapidity. Right now, they are unofficial ambassadors in our midst, and we should help them to see our country at its best. They should know our people as they are, hard-working, peace-loving, well-wishing mothers and fathers and children."

The Rotarians who filch hours from business and homes to supply motor transportation for the visiting students, too, feel well repaid for their troubles, which range from punctured tires to drowsy mornings.

"We know," Chairman Craddick has said, "that in affording these boys and girls an opportunity to know us, we give ourselves the far greater privilege of knowing them. And it is a warming satisfaction to think that the reciprocal friendships we are thus developing may at some future critical moment incline the balance in favor of peace."



## And Then Came Seattle!

[Continued from page 15]

activities for a time, the program will include Mr. Justice McDonald, chief justice of the Supreme Court of the Province of British Columbia, an authority on the international situation existing in the continents surrounding the Pacific Ocean. His address will give to Rotarians a picture of the problems arising from the clash of interests there.

Chairman Glyndon Crocker will review the progress made by Rotary clubs in the United States in the anti-illiteracy campaign; Rotarian Ramón Lorenzo will tell of similar activities in Latin-America; Rotarian Ernst Prinzhorn of Vienna will supplement that with an account of the community service rendered by Rotary clubs in Europe. Chairman Edward DeGroot of the boys' work committee will report on the results accomplished in that field. Rotarian Will R. Manier, Jr., discussing the topic "Which Way Shall Rotary Go in International Service?" will describe the several useful channels for the promotion of international goodwill and understanding.

The final session of a Rotary convention always makes one of the most lasting impressions because its program develops an inspiring climax to the international fellowship of the week. None is better qualified to express the feelings of the Rotarians at such a moment than Canon Wm. Thompson Elliott, past Rotary International director, one of Britain's most noted pulpit orators and a keen student of international affairs. In just such an atmosphere of fellowship, we shall pledge support to our new international officers and wish them success in their year of Rotary service.

The preparations for a hearty welcome by Rotarians of Seattle and the First District; the convenience and comfort of the accommodations in Seattle's Civic Auditorium group; the plans for attendance evidenced by the many special trains; the inducement of special railroad rates and the scenic possibilities of the trip; all presage a most successful convention. The Seattle Rotary Club, nearly 350 strong, has an attendance record for this year of around 92 per cent as proof of its zeal for Rotary.

Such a club deserves success in such an event. They must not be disappointed.

Even without the Rotary convention, the Seattle trip would be a great vacation. Even without the charming places to be visited, the convention would be worth the trip.



*With overseas Rotarians and their families already arriving, plans are rapidly maturing at Seattle for the twenty-third convention of Rotary International. This view of the Host City overlooks the heart of the modern business section. The reader is referred to the map on pages 28 and 29.*

## The Cat Came Back

[Continued from page 17]

10,000 horses were dispatched to Sydney and at that point fresh mounts crossed the Pacific and the American continent. Electrical impulses travel at a speed of 186,000 miles per second. The distance covered was approximately 22,900 miles and a very small fractional part of a second was taken in remounting at the widely separated points.

Had it been possible to generate sound waves powerful enough to encircle the world, these lumbering impulses moving at the rate of 1,100 feet per second would have required two days and a night for the round-the-world trip. Another interesting sidelight on the epochal broadcast was that persons in the back of the theater, listening to Mr. Snyder's voice as it entered the microphone, heard it at the same time as those up front in the theater heard his words after encircling the globe. In other words, while his words were traveling about 75 feet through the air, radio carried his voice around the world, because of the difference in the speed of radio and sound.

The difference in time in the points of contact in this broadcast are also

somewhat uncanny or unusual. It was 7:30 o'clock in the morning in Schenectady, 12:30 noon in Holland, 7:30 the same night in Java, and 9:30 the same night in Australia. It was a spring morning in Schenectady and an autumn evening in Australia.

The round-the-world broadcast was not the only radio feature of the conference in Schenectady. Upon completion of Mr. Snyder's greetings to the world, W. de Cock Buning, of The Hague, Holland, Rotary International director, sent greetings to his fellow-Rotarians at home, speaking in his native language. Then came an exchange of greetings in the form of a two-way broadcast with Sydney, Australia. Sydney W. Pascall, president of Rotary International, in Australia at the time on a round-the-world trip, sent greetings to those at the conference and a response was made to Rotarians in Australia by Dr. Amos Squire, governor of the Twenty-ninth District.

Radio companies cooperating with General Electric in this broadcast were the Dutch Radio Telegraph and Telephone Company, and the Amalgamated Wireless, Ltd., Australasia, with their stations in Katwijk, Holland; Bandong, Java; and Melbourne, Australia.

# Ideas That Spell Profits

[Continued from page 19]

coffee was sold by the case! Old customers came back; new ones were created.

\* \* \*

Here is an advertisement from a newspaper circulated in and around Tabor, Ohio, a town of less than 100 population:

## NOW IS THE TIME TO BUY

FENCING, ROOFING, TOOLS AND SUNDRY  
HARDWARE EQUIPMENT FOR  
FUTURE NEEDS

Prices are lowest in years. Our stock is complete, and we are allowing a 3% discount for cash sales amounting to \$10.00.

J. C. STACY

Shrewd farmers, with cash in their pockets from crop and livestock sales, caught the point. They increased the Stacy store's rural sales for the following month forty per cent over a similar period of the year before. More than two-thirds of the business was cash.

"We knew by experience," comments Mr. Stacy, "that June, October, and December are the marketing months, when major products on most farms are turned into cash. Ready money is then available for financing the business until the next marketing season. Acting on this tip... we now use a vigorous advertising program during the marketing months. We find that practically all kinds of hardware can be turned in this manner, and the plan enables us to keep the farmers' business without burdening our books with credit accounts."

\* \* \*

I heard not long ago of a certain dairyman, let's call him John Smith, the youthfulness of whose mind is attested by two things, to wit: First, he remembered with fond pleasure the sour cream cookies his Aunt Hattie (or was it Matilda?) used to bake. Second, he asked himself, "Why don't modern wives make 'em?"

He talked to his customer-housewives about it. And not many days later they were surprised to find little "collars" around the necks of their milk bottles, giving printed directions for making sour cream cookies, salad dressing, and so forth. Smith now finds his sour cream brings him a surprising profit, far more than it did when made into butter.

\* \* \*

People will buy *if*—The way one long-headed motion picture theater owner would finish this sentence is, "—prices are right."

He was motoring through Ohio. A farm advertised fresh eggs "two dozen for 49 cents." A few miles away a restaurant bill of fare read, "Eggs two for thirty cents." And, he noticed, the restaurant was *not* doing a rushing business.

Eggs... Hollywood films... His theater was the only one in a city of 5,000. It seated 450 people. Each day an average of 150 people paid forty cents apiece to see the show...

"I reduced the price of admission to ten cents," he reported not many weeks ago. "I am now packing them in at the rate of 1,200 a day; 1,200 a day at ten cents is just double 150 at forty cents; 150 at forty cents means bankruptcy. This theater was bankrupt during our prosperity. It is prosperous during our depression. Answer? Prices!"

\* \* \*

**BOYS** and girls spend nickels and dimes, but nickels and dimes make dollars.

In a medium-sized Wisconsin town is a hardware dealer who knows that gem of retailing wisdom. Which is why, last winter, he fitted up a discarded shotgun shell display cabinet as a "Skate Service Station." A pair of pliers and an oil can were chained to it and the whole outfit was set up in front of the store. Boys and girls—some of them of the grown-up variety—made frequent use of the service. A few of them, quite a few in fact, dropped inside to purchase supplies, and friendly contacts were made that eventually will yield substantial sales.

\* \* \*

Twenty or so years ago, E. S. Plodinec started a furniture business at Aliquippa, Pennsylvania, with nine dollars. That he knows a thing or two about selling is evidenced by the fact that a few years ago he was able to erect a \$60,000 store. And by other facts.

For example, he recently held a sale "featuring" a dining room suite priced at \$115. He advertised in a weekly paper and followed that up with letters and handbills. In these he emphasized his belief that even in depression, people wanted *good* merchandise and not merely goods which were cheap. Results must have been gratifying to him, for on one day twenty-five of the suites were sold.

Many merchants, believes Mr. Plodinec, err in going too far to meet price

competition. Too, it costs money to carry accounts, and he tells his customers so. He charges them one-half of one per cent per month on unpaid balances as a carrying charge, rather than covering it up, spreading it over cash sales, or taking it as a loss.

\* \* \*

Some contractors are so busy talking about the depression that they haven't time to lure dollars out of hiding with *new* ideas. It can be done by making householders aware of the prevailing low prices on materials and labor for remodeling or modernization—as Muncie, Indiana, and many other cities are proving—or in other ways.

John Flynn, who lives in a little town near New York City, reports that when a man came along and built fifty new houses amidst hundreds of unsold new residences, people thought him demented. But before the new dwellings were finished, they had been sold. Why? He had built them with modern ideas of utility and beauty. Instead of old-time chandeliers, there were plugs for lighting fixtures, and the money so saved went into bathrooms. And, what bathrooms! They boasted conveniences and beauty a millionaire could have hardly afforded ten years before. The builder, who was something of a P. T. Barnum, knew that people are becoming home-decoration-minded, and he put that knowledge to work.

\* \* \*

Automobiles? Mmmm! with a downward inflection is fast coming to be an old custom in business circles. Yet here and there are dealers who won't be licked. One such man was Henry B—. His new car sales had dropped off, but every time he drove down a street he saw ample evidence that people still were *automobiling*. "A good many of these cars are pre-crash models," he told his employees one day. "All of them are going to need servicing sooner or later. Let's get that business."

They did. Each of the ten men on the company's payroll, stirred to action by promise of a small commission, was asked to interview three automobile owners each night for three nights each week, pointing out the advantages of having their cars serviced and repaired at the B— garage. Results, while not astounding, were highly satisfactory. Mechanics were kept busy, and in the first month each solicitor had increased his wages.

*"And tales are still to be gathered here, though they seldom appear in the local press. They await the idle ear. . . . there are foreigners with whispered gossip of how they entered London without passport. In the coffee-shops and lodging houses there are newcomers with tales. . . . There are men in hiding."*



Etching by James McNeill Whistler

## London's Real East End

[Continued from page 12]

come in and take their place. And these marry before they are financially ready for marriage, and set up in one room, and so the over-crowding goes on. But they bear it well, and the horse-play of the rougher elements is rather ebullient than corrosive.

Those comfortable folk who do not cherish the East End legend of violence and depravity cherish an equally silly one. They connect the East End with misery. Misery! There are plenty of quarters where this can be found, but the East End is not one of them. Yet the legend persists. A gossip writer of a daily paper lately informed his gaping readers that from what he had seen on a morning visit, he felt that there could be joy in life even (I like the even) for those who lived in the East End. People of this sort must have got their minds clogged when they were young, and have never cleaned them. This attitude to the East End is akin to that attitude which regards Paris as "gay," and ugly Antibes as "delightful," and a walk over the Pyrenees as "romantic" by comparison with a walk over the Pennines.

A sleekly-prosperous West End novelist, nurtured on Eton and Oxford and the Best Houses of Mayfair, once told me, with a sort of sad despair, that after reading an autobiographical sketch of mine, he felt it was useless to try to help These People. (They always call them These People: they use it as a zoological term.) He pointed the remark with a personal experience. He had, it appeared,

with his natural kindness, ventured out of the West End, and had Gone Down There (they always go *down* to the East End) to give some assistance at a hall, and had found that These People showed no signs of suffering, nor any gratitude for his coming to help them. When I smiled he seemed unable to perceive where the joke lay. There were actually three jokes.

Last year an amiable bishop amused us by a similarly naive confession. He announced, with considerable show, that he had discovered something about the East End. He had discovered that the East End girl washed herself and dressed neatly. The big explorer! But there are millions like him, living in a rut and regarding anything outside that rut as no part of the civilized world. They still think of poor people in the terms of some kind of uncouth animal.

**T**HE East End girl, in fact, is no different from any other London girl. You may see her any day in the offices of the City and the shops of the West End—bright, pretty, shingled, lip-sticked, and cleansed; and you will see nothing about her to suggest the awful East End of your imagination. You may see one type of her in the evenings, setting out from her East End streets, with other girls and young men, all in full evening clothes, for a West End restaurant or West End dance-hall. Indeed, if you exchanged her cheap frocks for the real thing, and put her in the hands of a

Bond Street hairdresser, and then set her among a number of the Bright Young People of Mayfair, the only notable difference would be that the Bright Young People would have uglier and noisier manners.

The general social note of the East End is one of temperate jubilee, which arises from a blend of haggard streets and cheerful people. The people are the stronger element, and you feel that at any moment this element is likely to wipe the haggard streets from the picture and achieve complete jubilee. It is seldom that one sees here the strained bored faces that one sees West of the Mansion House. On all sides are constant interest and alert movement. The people are not expressive: their content is never vocal, and neither their faces nor their figures are effervescent. It is in the strong, smooth, easy tone of life that one perceives their vitality and their gusto for living.

They are never tired of life, for they never try to accelerate its tempo. They take it as it comes, and every day is a day and not a mere repetition of a thousand yesterdays. They have no need of cocktails to whip up interest; no need of the dull prod of freak parties. No frigid shrinking from their neighbors; life has not spoilt their humanity by a crowding variety of concern; they are openly curious about each other and about you. No outer signs of poverty. They haven't much money, but they do see life, and they do keep an appetite for it. The girls,



as I say, are marcelled and are dressed in quick copies of Hanover Square—fashion travels even more swiftly than bad news—and the young men are dressed in smart suitings, perhaps a shade too smart, and have had smart hair-cuts. Only the elderly are dowdy, and many even of these run to furs and Ciro necklaces. There may be no solid background to this outer smartness, but in itself it is a sign of vitality that is already worrying the ineptitude of the Public School classes.

**O**UT of these haggard streets came the vital minds of Alfred Wolmark, the artist, and H. M. Tomlinson; Prof. Thomas Okey, David Bomberg, the artist, and Solomon, the pianist, and Clare Cameron, the country essayist, and Mosheh Oyved, the Yiddish poet of *Visions and Jewels*, and Noah Elstein, and Ernest George, the dramatist; and for further proof of the electric impulses that operate here you have only to visit the Bethnal Green Art Exhibitions and the Whitechapel Art Exhibitions of the pictures of local working men.

The old idea that the East End is peopled by illiterates is dispelled by a brief glance at facts. The free libraries, of which Stepney alone has four, are always busy; they have nearly 90,000 volumes in constant circulation. The Ghetto Social Circle, a private organization of young people, readers of the more popular literary papers, has a large membership, and holds regular meetings at which some distinguished writer is the guest; and the concerts at the People's Palace of chamber music and modern orchestral works, are always packed.

Enterprise and genius are born of the mixture of breeds, and in these streets all European races and some Asiatic races have mingled and married outside their race. This bit of London has always been the first bit of London that the poor immigrant saw, and it is the instinct of the wanderer to make his first camp where he lands. So here, in the Tower Hamlets, they camped, meaning to move to the hinterland next week. But they didn't move, and the camp became a settlement in which they built some shreds of their own country, if only with strange musical instrument and strange song, and strange forms of religious worship. And here they are today—Russians, Norwegians, Chinese, Hindus, Malays, Germans, Roumanians, Swedes—so mixed and so married that the district is a small

America, and the young East End man of today may have a Norwegian grandfather and a Russian grandmother, and a German Jew for a father. Hence the vitality and the alert perception and the talent.

Its most visible commodities are food, clothes, jewelry, and missionaries, and they almost give the history of the district. They show the mind of the immigrant, of the wanderer at last ashore. His first thought is for food, to maintain strength. Then clothes for warmth. Then jewelry, as a handy means of carrying his wealth. Then, when life is more or less settled, these things assume another proportion; they represent his standing in the community—good feeding, good clothes, and decoration. And so these three commodities become basic commodities and the lowest common measure of success or failure. They are all good things, clean and natural, appealing to men of every sort.

But the fourth thing—the missionary is another matter. He does not belong. He is an intruder, and wherever men colonize or start a new life in poverty, he comes as a kind of fussy camp-follower. You do not find him in Mayfair or Kensington, but wherever there are poor people he carries the implied insult of his presence, suggesting that poverty and slums are God's visitation upon the irreligious. He has spawned all over the East End. At almost every other corner, instead of the saloon of popular legend, the word Mission insults your eyes and bawls into your ears.

I have said that it is dramatic country, and certainly there is something of strangeness in its streets, and something of the occult in its night. Night, which is everywhere mysterious, is here something more. It is evocative. This may derive from the presence of the river and its long-travelled ships of all countries, or from the fact that more of the old London survives here than elsewhere, or from its peculiar topography. Look at the map and mark how its streets wander and twist in purposeless convolutions. If the reeling English drunkard made the rolling English road, then the streets and alleys of the East End must have been blazed by a lunatic who had been bitten by a tarantula. Or maybe they were born of the errant footsteps of the first foreign refugees wandering blindly across the marshes for some friendly spot where they might set down their bundle and rest untroubled.

However they came, there is no mistaking their effect. The curling alleys, the interlocking courts, the beetling gables and solitary lamps, the blank walls and lakes of silent darkness and the river's black majesty, do create an atmosphere of impending event. Darkness here is true darkness, opulent and velvet. Its beauty is not destroyed, as in the West, by multitudes of arc lamps and glittering night-signs. Lamps, away from the main streets, are few, and night here may be felt in its natural quality.

Cities and places are best seen at night. By day a city is engaged in its affairs, but at night it has time to talk to you. And at night vision is restricted to the immediate. One can see only a part, and the part, properly seen, is always greater than the whole. There is no obtrusion of the commonplace whole to distract the attention; no clear-cut landmarks of the obvious. There is your visual radius, and beyond that, marked only by melting shadows, the unknown world. At daylight this unseen and unknown will be merely a mile of Commercial Road or Whitechapel Road or Cambridge Road—explored, known, and exhausted; but at night it is uncharted space in which the part stands out individual and arresting. Within one's little night-bound radius one can truly see the East End; and every corner seems to hold its story.

**F**OG, too, may be known here in something of its full strength, and in all hues—from white through cobweb grey, yellow and purple to a black more black than darkest night. It has a way of coming suddenly, up from the river, and in a few minutes the aspect and character of the streets are changed, and a rushing multitude of people is transformed into a crawling mass of phantoms. You are going about your affairs at the street's natural pace, and the rhythm of the traffic is at full swell, when, with scarcely a hint of trouble, all honest noise is muted into furtive murmur. The lamps, quickly lit, are no more than glow-worm sparks; human creatures are twisted into shapes of menace; the main streets become sightless gorges, and the shortest alleys stretch into infinitude. Your natural dramatic townscapes have become, in a brief space, melodramatic; and if you wish to know what fog can really be, and the dumb baseless terror it can inspire, you should experience it here. The general night atmosphere of impending event becomes, with fog, im-

pending catastrophe. Darkness is kind, but fog is wicked.

There is the darkness of the riverside, and the darkness of Stepney, the darkness of Limehouse and the darkness of Spitalfields. Each has its quality and its peculiar accompanying life. You may wander about these parts, through the winding and doubling alleys, and see little save varying hues of darkness and lighted windows and shadow falling upon shadow; but you will hear much. You will hear many accents and many tongues and many musics. You will hear gramophones and wireless in Stepney, and the rich Cockney accent. By the river you will hear pianos and concertinas and the hooting of tugs and the ripple of chains. In Limehouse you will hear the liquid accents of Canton and the mournful sound of reed instruments, and in Spitalfields you will hear the guttural Yiddish and old songs of Russia. In the darkness of Stepney you can feel the ordinary London home. By the river you can feel the port and the sea and the sea's wanderers. In the darkness of Limehouse and Spitalfields you can feel the spirit that troubled the air around the waters of Babylon.

**AS** places are better seen at night, so these things are more keenly to be felt at night than at day. Night brings not only cessation of labor, but a calm of its own, to which the neighborhood of the river and the docks lends fluency; and in this calm the elusive spirit of place can rest and make itself known. Side streets and courts are no longer side streets and courts, but great gulfs of Night. Within those gulfs the movements of human creatures cease to be human and become spectral. From out of them come now and then to the keen ear the muffled vibrations of deep experience. Under mist or moonlight these groupings of courts and alleys and straggling streets become sternly beautiful and potent with awe. They have lived long, and have housed their millions. They have known birth and death, love and lust, suffering and joy; they have acquired something from all their creatures, wholesome and sinful, and have given something of themselves. In the bald daytime they are dumb; they are mere rows of houses; only at night do they give some hint of all that they have been and are.

But the hint is nothing more than an awareness of the ache of life; that ache which is with us in pleasure as in pain, and which here is the ache of sim-

ple poor people living out simple lives as workers, wanderers, exiles and housewives. In this dramatic country and under this brooding darkness they sleep, each kind with its separate dream, and give the night a more poignant quality than the night of any other London quarter knows. Midnight darkness here is charged with everything of the eerie and the sinister. It is useless to tell yourself that these alleys are inhabited by quiet, simple, working people, who have to be abed in order to be at work at six o'clock in the morning. Your skin knows better. They are inhabited by dreadful shapes and thronged with evil arms. There is malevolence in the fall of shadow; threat in the single pale gas-gleam which makes the darkness more awful than utter darkness. The spell of grue is upon you, and you know again the night-fears of childhood.

Nothing, I think, has held a larger place in my imaginative life than this country. I love other parts of London more, but the East End, for me, has always been London crystallized. Long before I knew it, it was part of my mind. When I was seven years old, and attending my first school, I sat beneath a large-scale wall-map of London, and even then the place-names—Ratcliff, Isle of Dogs, Shadwell, Limehouse, Spitalfields—fascinated me, as Trebizond and Samarkand fascinate others; and the street names ran in my mind like a recondite rune. I would repeat them to myself in bed—Goodman's Stile, Gracie's Alley, Sweet Lilac Walk, Amoy Place, Juniper Street, The North-East Passage, Kent and Essex Yard, Salmon Lane, Cinnamon Street, Coverley Fields, Rope-maker's Fields, Cuba Street, Green Bank, Maize Row, Cottage Green, Drood Yard, Flower and Dean Street, Folly Wall, Blue Anchor Fields, Island Row, Three Colt Street, Havanna Street, Canton Street, Mutton Walk, Houndsditch, Malabar Street, Silver Street, Gold Street, Assam Street, Manilla Street, Ocean Street, Cadiz Street, Tobago Street, Wapping Wall.

**THOUGH** I had never seen them, I knew these streets in dreadful dreams and pleasant imaginings. In sleep, I met lovely sweethearts in Flower and Dean Street. I had heart-tearing escapes in Drood Yard, and dare-devil adventures in Wapping Wall. Nightmares brought me hideous minutes in Juniper Street, and in Gracie's Alley, I suffered horrors at the hands of fiends. When, later, while still a child, I made actual ac-

quaintance with Spitalfields and Shadwell, they became the setting of my earliest and most ardent experiences. So much so that if ever, far away from London, I think unwittingly of London, it is those winding streets and clogged courts that I see, and those meager companies of lamps. I first saw them with the eyes of boyhood and only at night: thus they made a Haroun-al-Raschid impression which twenty years of daylight acquaintance have not been able to eradicate.

**T**HERE, for the first time in my life, a girl turned at a corner and smiled at me, a drunken man at an upper window roared at me. There I saw rabbis, and for the first time saw foreigners from distant lands, and there I first felt the poetry of lamplight and the splendor of ships and the greatness of rivers. In time it became for me a land where stories could be picked from the air, or snatched, as I have said, at every corner. In the crowding and various life of this quarter, they grow in dozens, where Russel Square and Pall Mall and Mount Street yield scarcely one. And they should, for all the folk tales of all the seven seas have been carried here and told upon the evening air; tales of Russia and Roumania and Palestine; tales of India; tales of Scandinavia, tales of Cathay, tales of ships and storms, and tales of London and of the English countryside.

And tales are still to be gathered here, though they seldom appear in the local press. They are not to be gathered by busy news-gatherers. They await the idle ear. Every ship has its news, no longer strange, perhaps, but still news; news of things seen in other cities and of the events of the passage. In the inner parts, around Whitechapel, there are foreigners with whispered news of how they entered London without passport. In the coffee-shops and lodging-houses there are newcomers with tales of Russia and of Poland and Germany, and of the domestic or economic disaster which led them to pack up and seek new fortune in London. There are men in hiding.

There are tales to be heard from aged Cockneys who have seen Stepney grow to what it is, and who knew the Highway when it was what it was. There are old men with tales of sailing-ship days which they will tell in their cottages whose front rooms are massed with tenderly carved models of ships and pictures of ships. There are tales to be heard in the Ghetto, in rooms dressed

with the emblems of Judaea, of the many wanderings that led the family at last to London; and tales to be heard of families that came from the farms of Norfolk and Lincolnshire and Suffolk, and made their first home here, with hope of better things that never reached the happy terminus of fact. And there are the daily stories, to be heard at every door, of how the hard times are being met.

All these tales the casual wanderer of the right sort may gather in passing. In the streets and the shops and the restaurants, he may have much good talk, for, as I have said, the true Bohemian spirit operates here. There is no hesitation or withdrawal, nor that cold repetition of parrot-phrases by which the standardized Englishman fences with the stranger until he proves him an equal, the sort of man one can introduce. Talk, once opened, is free and personal, unbosomed; and I, for one, prefer this kind of talk to talk with the educated and the polite. It is talk based on reality and on the immediate experience of those who live close to the elemental things. In mean streets people have to live singly, not to play at living with the support of supers. They have to get down to life, not walk on its edge. Hence, mean streets are much richer in interest than noble streets. The noble streets, being noble, are mostly barren. But the mean streets, filled by creatures who see life straight and live it straight, instead of through a wadding of book-culture, have a thousand points of interest.

NOT that the East End is without its noble street. It has one that can stand comparison with any of the great London highways, and one that is full of common interest. This is the Whitechapel Road and Mile End Road, the noble Roman highway which runs today, as it did centuries ago, straight into London from the Roman settlement at Colchester. It is as broad as the entrance to a great metropolis should be, and it puts to shame the poor pinched London entrances of the Dover Road, the Bath Road, the Brighton Road, and even the Great North Road. For the greater part of its length, it is lined with trees. Its story deserves a volume to itself; indeed, the story only of that section between Stratford and the City calls for a historian. It was one of the earliest roads into London, and while many of its contemporaries have been supplanted, and have disappeared or become grass-grown tracks dimly perceived on the outskirts, its traffic, from its first years, has never ceased. An echo of its past impor-

tance may be found in the number of Yards which were once the yards of inns. Most of the inns have vanished, but the yards remain, and in several of them the bedroom galleries may still be seen. The best example is Nag's Head Yard. Thick as its life was, it goes on today thicker than ever, full of importance and yet with time for the little intimate things of everyday.

For a secondary highway, there is Commercial Road East, the Tilbury Road. This has not the dignity of Mile End Road, but it is an important road for London. It is a road from many docks, and along it comes much of the

material that supports the life and the industries of the greatest old city of the world.

These two roads, converging and meeting Leman Street and Commercial Street at Gardiner's Corner, one of the busiest junctions of all London, make two major veins through the body of this quarter, and from them goes all the life that feeds the ramification of hamlets and streets which have grown out of them and which make what we call The East End. One may say of them, with more truth than of Mona Lisa's head, that upon them all the ends of the world are come.



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## Is a New Program Needed?

[Continued from page 8]

around one subject, whether that subject be the present status of business, local welfare work, or international relations. Such programs will hold attention and challenge thought. The difference between this type of meeting and the miscellaneous, usual hit-and-miss kind is the difference between school systems and the chautauqua as educational agencies.

In the University of Michigan we have found that the alumni, many of whom are members of service clubs, and who are, by and large, a representative group

of the same character as the service club membership, are interested in programs of this type.

When such coordinated programs are accompanied by references for the leisure reading of those who find their interests especially aroused, progress toward reasoned opinions is hastened. Public libraries are particularly cooperative in efforts of this type. Despite the mass of reading with which everyone is deluged, competent direction is always easily obtained and is often very welcome.

In offering the suggestions which I have given here, I realize that no one can be an expert in more than one or two narrow fields in this day and age of the world. I insist, however, that one may easily be *intelligent* in several. My contention is that, despite the criticisms, service clubs have been, and may continue to be, coordinating social agencies of great value. They are not likely to go far, however, unless they adopt the method of continuing progressive education designed to train their members to deal intelligently with social problems.

## Ancient Days of Real Sport

[Continued from page 27]

that indulgence and athletic victories were rarely joined, hence to quote again the words of Saint Paul, an expert in such matters, "And every man that striveth for mastery is temperate in all things." A man who has had wide experience in the East told me that it was the absence of such ideals that ruined by self-indulgence the seemingly able youth of Egypt and the Orient.

After several years of patient and successful training the young man tried his skill at Olympia where he must first convince the local authorities that he had trained carefully, that he was honest, that he was temperate, and that he would bring no disgrace on the sacred cause.

These games were celebrated every four years during the full moon of July or August, the season when it rarely rains at Olympia. Since there was no permanent city with hotels at Olympia, it was necessary to select a time when the vast throngs who attended could sleep on the ground in open air.

The Greeks had no watches, hence they never ran for records and the one ambition was to win over their opponents. We have but a few facts on which to guess what their records might have been. It is said that a certain Phayllus jumped fifty-five feet and in leaping beyond the pit landed so forcefully on the hard ground that it broke his leg. No one doubts that there is some error or falsehood in this record, but unfortunately we have no other records with which to compare it. This same man is also said to

have thrown the discus ninety-five feet, so modest a distance that we must suppose he used a very heavy discus. Another Greek, Protesilaus, hurled the discus one-hundred-and-fifty feet, which is about ten feet less than modern records. Since discuses discovered in Greece vary in size from three to fifteen pounds we can make no accurate comparisons of the distances they were thrown.

One of two other records indicates that a rock has been discovered upon which is this inscription, "Bybon threw this rock over his head with one hand." This rock has been found to weigh 315 pounds. The other reveals that a rock weighing 1050 pounds has this legend: "Eumastus lifted this rock clear of the ground."

**T**HE enthusiasm aroused by these simple games is beyond our wildest fancy. The very greatest poets wrote their most famous songs in honor of the victors. Pindar is of more than Miltonic elevation and admittedly the world's greatest lyric poet, yet every one of his forty-four extant poems is in honor of some victory at the games. The poetry of Simonides largely revolved around the same theme, while the recently discovered poems of Bacchylides are mostly athletic.

Sculpture was almost confined to an attempt to reproduce the athletic ideal and it was the observation of naked athletes that gave the Greek artists their uncanny ability in reproducing the human form. The finest bronze known was erected at Delphi in honor of a victory gained there. The discovery of this

bronze in 1896 marked an epoch in the history of art; and another epoch dates from the discovery a few years earlier at Olympia of the famous piece of statuary by Praxiteles.

Even the flies, the gnats, and the mosquitoes felt the spell of the festival at Olympia. Aelian soberly tells us that these pests abandoned Olympia a few days before the Games, remained in seclusion until they were over, and then returned where they and their descendants remained for another four years.

A striking example of what athletics meant to all the Greeks comes from a most unexpected source, since Ignatius, an early Christian martyr, wrote to Polycarp who at eighty-six years of age was about to be burned for his faith, and urged him to show himself "a perfect athlete for Christ," and again in that same letter he begged him to be "calm as a tired athlete for God." It was just this spirit in athletics of going on when the fun has ceased, of mastering hardships, of forcing the body to yield, and of considering all difficulties subordinate to higher ends that made the Greeks the leaders in the ennobling realms of the spirit.

Democracy, patience, temperance, the control of pleasures were some of the results of Greek athletics, and these results are universal when athletics are a part of the life of all the people.

We need participants, not spectators, for the mere spectator has no share in that which Pindar called the athlete's glory, **VICTORY THROUGH TOIL.**

## Has Rotary a Future?

[Continued from page 22]

- of service by each individual in his
- personal life.
  - vocational life.
  - community life.

It is contemplated that from this there shall result higher ethical conceptions which would enrich our lives in beauty and bring greater happiness; standards that shall dignify all useful occupations as worthy and as an opportunity to serve society.

Met on such a basis, acquaintance ripens into lasting friendship, deep and abiding friendship, not merely the slap on the back. And then, by reason of what has gone before, there comes an advancement of understanding, goodwill and international peace through a world fellowship of business and professional men united in such an ideal of service and sincerely engaged in its application.

**T**HOSE who worked on the Aims and Objects Plan in R. I. B. I. and the several committees of Rotary International on the Aims and Objects Plan have evolved splendid pamphlets. They suggest activities and programs for Rotary clubs covering a wide field. Much credit and high appreciation is due for the intelligent manner in which these pamphlets have been prepared. Let us, however, test their practical application, for the plan has been in operation for about five years. It is not a reflection upon the purpose or sincerity of the committees to inquire how the plan is working. It is required that the governors inquire of clubs if the plan has been adopted. After adoption, what then? If it is to succeed it must be vigorously used. It must also be realized that its use after all should be a means to encourage individual Rotarians and clubs to develop their own ideals into actions.

If the plan falls into disuse or requires constant prodding to drive it along, manifestly something is wrong. If we admit that the plan has been successful in securing coordination in the program of activities and has been of some aid in the interpretation of Rotary, we may still doubt its effectiveness in encouraging the individual in the application of the ideal of Service in daily contacts.

As an inventory of Rotary activity it has served and continues to serve an important need in telling us what we have at hand from which we may contemplate what we may do. No sales manager, however, would expect to put en-

thusiasm in his salesman by handing them a copy of the corporation inventory or a statement of last year's business; they would be without value for that purpose, for it takes something more than this to inspire the individual to action.

The rapid and varied development of Rotary is an outstanding example of inductive building resulting from the sum total of the activities of the various clubs and their members. The Aims and Objects Plan, however, is authoritatively final in its statements of aspiration. Clubs adopt it and lull themselves into the belief that the objectives have been accomplished. Here we have a complete reversal of the old order in Rotary. Rotarians and Rotary clubs are no longer building in the old way. They are now called upon to deduce their Rotary ideals and proposed activities from the Aims and Objects Plan and in most cases there has been a resultant stifling of initiative on the part of Rotary clubs and of Rotarians.

We today find in many Rotary clubs that the older members are still enthusiastic. They came into the club and were active in the glorious days of club initiative. We were building; we were going up. Under the Aims and Objects Plan many of these clubs are coasting and youth with its boundless energy finds it impossible to understand as it enters the Rotary club today what it is that the old members found in it then or see in it now. The new members must have in some degree at least the opportunity to project new ideas and new applications.

If Rotary is to continue as a living and growing movement the new members as they come in must become deeply interested. They must not find a self-sufficient institution, but a pulsating force ready graciously to admit them into the counsels. They must also find an indicated willingness to learn as well as teach. Organization success is founded on this principle. Rotary's biggest problem is to maintain a spirit of youth and to keep itself from becoming institutionalized. Allow a new member to share the beauties of Rotary, permit his initiative to have complete expression, encourage his fullest participation—and his enthusiasm will be boundless.

This is all the more true by reason of Rotary's recent and rapid growth into many nations around the world. For the most part the Aims and Objects Plan

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contains the aspirations of English-speaking people. The other nations of the world are only beginning to make impressions upon and in Rotary, and it takes no stretch of the imagination to predict that both in the enlargement of the ideals of Rotary as well as in their application these new nations in Rotary as well as the English-speaking nations beyond North America will undoubtedly contribute much in the future to forward Rotary as a world force both as an organization and in the broadening of the conceptions of individual members.

Prior to the Aims and Objects Plan, Rotary was a constant evolution of a few simple ideas. Since the adoption of the plan, the evolution seems to have ceased. Has not the time come for a simple statement of the objects of Rotary which will be a complete picture of the goal? A statement of fundamental merit calculated to develop enthusiasm and also to gather momentum on account of its inherent vitality? Rotary club activity would then be directed to the development of the individual so that when a man says, "I am a Rotarian" it will mean that he knows what Rotary is and that he is actually practicing it. Nothing is to be gained in an attempt towards

standardization or by setting up fixed programs.

Rotary's primary object is not to fix men's standards, but rather to assist men in improving their judgments in order that they may find for themselves improved standards.

The Aims and Objects pamphlets may yet serve an important function as a hand book or inventory of Rotary club activities but the future development of the individual in Rotary, especially as it must be accomplished in over seventy nations around the world, requires more than an inventory of the past and present. A simple statement of fundamentals is the first requirement as far as the development of the individual is concerned. The stimulus for this development may come from Rotary International but the method of its accomplishment will have to be in a large degree a matter of the application of these fundamentals to the conceptions and ideals as well as the methods of national groups or in some instances of groups composed of neighboring nations with common background and method.

After all, the real objective of Rotary is the development of better citizenship, which means a better adjustment of our

many loyalties in life based upon a surer knowledge of the essence of things rather than mere sentimentality. In scope this runs from the small service in the community to the international viewpoint contemplated in International Service. This cannot be accomplished by a series of pamphlets directed for the most part to the activities of Rotary clubs. This goal can only be reached through a progressive development of the individual.

Paul Harris has sensed it when recently he said "That little spring trickling down the mountainside did not constitute the great river. It became the great river when it was augmented by innumerable other streamlets, each equally necessary for its volume and flow." But it seems to me these streamlets must continue their contribution or the great river will become a dried-up river bed, with the appearance of a once great river.

It is not sufficient for Rotary to have the appearance of greatness. It can only continue to encourage Rotarians by awakening new interests in life or developing new viewpoints.

THE Aims and Objects Plan is the chest of Rotary tools, so full that we are confused as to which to choose. Let us have less machinery and use what we have at hand. It is possible for Rotarians in over seventy nations around the world to have a common conception as to the goal of Rotary. It is not logical to believe that they are going to travel the same road in reaching this goal. If it were possible for Rotary to pour the manhood of over seventy nations into the same mold, it would be a calamity.

The aggregate result of many minds at work is progress; new minds and new activities keep us alert. There should be a clearly defined major idea and toward this all activities should be directed. The weakness of the Aims and Objects Plan is that it is calculated to make men conform whereas *the real theme of Rotary is not to conform or reform men but to help them to transform themselves.*

Little is to be gained by fixed programs. The primary objects of Rotary are to afford outlets for individual initiative. Since the adoption of the Aims and Objects Plan spontaneity has gone and with it spontaneity's hand maidens, zest and vigor. To reach the good life there can be no fixed formula of action, each individual must travel his own road. Elaborate charts of roads leading to the good life fail for the reason that each must choose his own roads in order to solve his own problems as they arise.



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We want no standardized men. Rather it should be Rotary's purpose to assist in the creation of an individualism adapted to modern conditions, to help men find new loyalties to take the place of old ones swallowed up in our rapid social evolution—an individualism not built upon a plan or fashioned of one mold unchangeable, but built of ideas, adapted to social changes and changing conditions. Above all we must not travel roads blindly and without understanding, for they lead only to valueless self-satisfaction.

Rotary is composed of men who are thinking and who are striving for lives of fuller import, for improved conditions, and above all for a fuller understanding. The great program of International Service is one for men of goodwill around the world whether in their home conditions or whether in their world contacts. The Aims and Objects Plan should not be the be-all and end-all but simply a means to an end. The frontiers are ceasing to be lines of division and are becoming more the great binding forces of the world. The reason for this is that the individual citizens of the world are acquiring a greater knowledge of each other out of which is being born an understanding that is weaving a fabric of love and of lasting goodwill.

The great opportunity of Rotary,

therefore, is the individual and his development based upon what he is and what he has at hand.

Whether we continue with the Aims and Objects Plan or try some other plan, we must eradicate the tendency to spoon-feed Rotary clubs. We must undertake to stimulate individual and club initiative, not primarily as would a social club but as a world organization with vocational responsibility and better citizenship as underlying motives. In the accomplishment of this, what is necessary is not continuity in regard to the club activities but continuity of purpose directed towards the fixed goal.

In the last analysis Rotarians are intelligent men, not seeking light out of total darkness, but the stimulus better to do many things which they already understand. Rotarians throughout the many nations of the world would accept with enthusiasm a common goal toward which we are moving, but difference of environment and tradition and changing times will constantly suggest varied methods of application whereby the common goal may be achieved.

The success of Rotary in the future will not be accomplished nor judged by the activities of Rotary clubs but rather by the capacity for service of its individual members as exemplified before the world by their good works.

## When the Fish Bite!

[Continued from page 25]

be less difficult to analyze it as follows: Off the east and west coasts, and the Gulf of Mexico, are found the fighting sea fish—sailfish, tuna, swordfish, sea trout, blackfish, groupers, shark, channel bass, striped bass, and other ocean inhabitants—different species, of course, inhabiting certain sections. Inland in the fresh waters of the extreme West we find mostly trout and salmon waters, while in the fresh waters of the East we find most species of fresh-water game fishes, with the Atlantic salmon topping the bill in Maine, Nova Scotia, and New Brunswick.

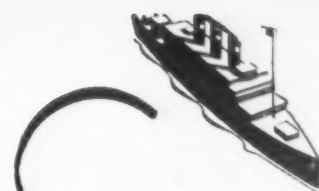
The Adirondack mountain district of New York state offers excellent northern pike and pickerel fishing, with plenty of good bass to boot. Trout are abundant in the mountain regions of the East all through New York State and down through Pennsylvania. We must, of course, appreciate that streams located close to the large metropolitan cities are

poor fishing, and the best waters are located in the less populated areas.

Throughout the middle-West we have muskellunge, black bass, northern pike, pickerel, wall-eyed pike, trout, all species of panfish, and the usual run of rough-fish. The latter are well-known and abundant in all states of the South.

Now that we know roughly just where certain species of game fish take up their abode in these United States, let's look into the methods—or should we say "art"—of catching them. For the reason of personal preference and love of the light fly-rod equipment, we might discuss the taking of trout and bass on a fly first—although I do not overlook the fact that battling a mighty 'lunge of fresh waters, or fighting a leaping, diving, dancing sailfish, has its thrills. Each angler, so it seems, has his favorite angling hobby. Mine happens to be fly fishing.

Fly-casting is far less difficult than



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most fishermen believe. Perhaps the reason why fly fishing has always been looked upon as a method of angling hard to master is because it is so often referred to as an "art" and as the very acme of angling sport. This, however, is not true. The most skillful part of fly fishing we know is in the ability to manipulate the artificial fly in as lifelike a manner as possible. This comes about through properly balanced equipment as well as knowledge of how to handle the rod, reel, and line.

Then it is also necessary to study the stream habits of trout and bass, as well as the study of stream insect life. Naturally these necessities come only through long and faithful practice and study along the waterways, but, Glory be—what fun it is! I have fly fished for many years, still I consider myself a scholar, for few trips astream do not teach me something I had not discovered before.

When a fisherman has learned *all* there is to the sport of angling he has reached a point where he might as well put away his rod and reel and gloat the rest of his life to others—for the real enjoyment of the sport has lost its main purpose—that of extending comfort, peacefulness, quietness, relaxation, and a true love of nature.

**W**E shall not attempt to go into detail on how to cast a fly, or how to master bait-casting in this article—space will not permit. However, we shall attempt to generalize some of the most successful methods of capturing various species of game fish. And even that part of this article will have to be brief.

The wet-fly is used most successfully during the early part of the trout and bass season. The wet-fly is fished underneath the surface of the waters, while the dry-fly is fished directly upon the surface of the waters. Use flies that correspond as nearly as possible to the color and shape of the insects seen flitting above the stream. Wet-fly patterns should be selected to correspond with various spring larvae, nymphs, and water bugs. Cork-bodied bass bugs are very good if cast close to the reeds and rushes, or lily beds, about dusk, or on a cloudy day. Bass like a surface lure and plenty of good sport can be had by fly fishing for them with bass bugs or the usual artificial feathered lures and spinners.

Generally during the summer months bass feed best in the early morning and late evening. In some waters, especially those with a dark muddy bottom, bass at times won't rise to the surface until

after dark. This is also true where northern pike far outnumber the bass. Always fish quiet water when the light is poor; in bright light a riffly surface is a help. A thing to remember is to get out early in the morning or late in the evening during warm weather; then fish the quiet shore waters and the bays, for the big fellows are usually feeding there.

Hair and streamer flies are very effective when bass are feeding on minnows. A small spinner fly is also very good. At times it is best to allow the fly and spinner combination to sink three or four feet after making the cast before retrieving. Reel the lure in with a start and stop motion—it attracts those sleepy bass that seem so inconsiderate during the summer months.

Here's a little dope that you might paste in the top of your tackle box. "When the wind is in the west, the fish they bite the best; when the wind is in the east, the fish they bite the least; when the wind is in the south, it blows the bait in the fish's mouth; when the wind is in the north, a good fisherman rarely goes forth."

There are many exceptions, of course, to the above rule, but in the long-run they run more or less true. The best rule that I have discovered is to "go fishing when you *think* the fish will bite, regardless of wind, weather or other so-called signs, and you may, or may not, catch your limit."

To be a good fisherman it is first necessary to cultivate patience. And, after all, the fish, themselves, are merely an excuse to go fishing. It is what we see and hear along the stream that makes angling so fascinating. What a bleak and uninteresting recreation fishing would be if it were not for the cry of the kingfisher, the tap-tap-tap of the red-headed wood-pecker, the hoot of the owl, the cry of the night bird, the aroma of the budding woodlands, the gurgle of the stream, the wash of the waves, the golden rays of the sun, the beauty of a cloudy sky, the dancing moonbeams on the waters at evening—and, to top it all, that unequalled fellowship around the campfire after a day spent in quest of game fish. Yes, my fellow-sportsmen, angling penetrates far past the point of merely going fishing.

Any man who has felt the thrill of a bending rod, listened to the song of the clicking reel, watched a game fish burst through the silvery waters in a seething commotion of spray, and finally enjoyed the thrill of safely landing the catch, knows well the truth whereof I speak.

## After College—What?

[Continued from page 13]

School. His father is a Southern pharmaceutical manufacturer. Two months ago the father's business went to the wall. Now the son is working on a commission basis, selling industrial appliances up and down the Pacific coast. During his spare time he is making marketing surveys for some of the leading engineering-supply manufacturers. He is of the progressive type which is opposite the cloistered thinking type. He is forcing business, as it is, to give him a livelihood.

He and the young men and young women already mentioned are common examples of how the modern Youth is taking the platter that has been offered to him.

**A**NOTHER young Southerner has gone to Bermuda and is making more than a comfortable living as a travel agent, music seller, magazine subscription agent, and guide.

Two other young men who showed marked ability on their college publications have deserted the East and have established, under the direction of an older newspaperman, a weekly publication in a Western community of 900 people. They are making enough to live upon: they are gaining more than a superficial knowledge of community organization and small-town politics. They have made places of importance for themselves in the midst of total strangers.

A young woman who came to me a few months ago looking for advice on the choice of work that would support her for the time being, has opened a college fashion bureau in a small village in the East and sends out her monthly bulletin to two hundred schools and community clubs. All her work is done by mail and brings her in a neat profit.

All the characters mentioned in the foregoing cases are merely young men and young women who two or three years ago would have entered fine positions, but today, faced with conditions which nobody seems to understand, have adapted themselves and their meager abilities to a line of work that they created for themselves.

All our young college men are not merely graduating and soliciting jobs; many are making jobs for themselves. They are thinking.

One young man, older, perhaps, than most graduates, who received his diploma from Harvard in the Fall of 1931, found, after his years of gruelling pre-

paration, that his services were not at the time required by the world of smoke-stacks and calculating machines.

He wandered around for six months grabbing odd jobs; making out income-tax reports, reporting on a weekly paper and delivering the completed copies. Then he created a business for himself.

He secured an interview with one of the executives of a fruit-importing house in New York. He stated his condition briefly and earnestly to this man. He mapped out the idea he had in mind. Now he is making from thirty to forty-five dollars per week selling articles that every man needs, to the employees of this fruit company's liners.

The foregoing are typical examples of what Youth is doing at the present day. Young men and women who gave hopeless sighs for blasted illusions have created businesses of their own. Many, of course, will still be looking for that opportunity, but many more will want to stick when the upflow comes. Many will be far ahead of what they expected to be in the next five or six years.

During the past year, five hundred new advertising agencies have been started. Many of them have been founded by men who have been crowded off the payrolls of bigger organizations. Banking on their mere knowledge of advertising, they are soliciting and working on accounts which they handled during their better days. Hard times have made them think for themselves; the loss of their jobs has urged them on to do what they considered the impossible. Undoubtedly, when the tide turns they will find themselves better off than when they were employed under others.

Young men who were gainfully employed up until a few months ago have opened stores and offices of their own financed largely on loans; and they are showing a profit.

Individuals are suffering, but the present depression is working a wonderful revolution under our very noses. It is forcing men and women to do what they feared doing. It is not at all impossible that we are witnessing the dissolution, to some extent, of "big business." Massive corporations may yet bow their heads to the small retailer and the persevering individual.

Not only the college, but business as a whole, is trying and, in many cases, doing things which we all thought impossible a few months ago.

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## Short Chats on Authors and Artists

**THOMAS BURKE**, *London's Real East End*, is a weaver of fanciful tales of the highways and byways of old London, his birthplace. His life follows closely the autobiographical theme of his novel, "The Wind and the Rain."

Author Burke's first story was sold when he was a sixteen-year-old office boy. His first widely-known success, "Limehouse Nights," was adapted to the screen under the title, "Broken Blossoms." Other works include: "Pavements and Pastures," "Nights in Town," "The London Spy," "The Sun in Splendour," "The Book of the Inn," and "The Flower of Life."

**J. R. Perkins**, *We Go Forward—or We Go Under!*, helped write the Rotary Code of Ethics, is widely known as an author and lecturer, at one time was warden of the Iowa state penitentiary, and is now pastor of the First Congregational Church at Council Bluffs, Iowa. . . . **Alexander G. Ruthven**, *Is a New Program Needed?*, is president of the University of Michigan, a zoologist of international repute, chief naturalist of the Michigan Geological and Biological Survey, and has been the director of various scientific expeditions in North, South and Central America.

**Raymond J. Knoeppel**, *Has Rotary a Future?*, former governor of the Twenty-ninth District of Rotary International, and a director (1927-28), has served on several international committees. He is a New York attorney. . . . **Chesley R. Perry**, *And Then Came Seattle!*, has watched—and helped!—Rotary grow for more than two decades. His duties as secretary now demand all of his time, but for many years he also was editor of *THE ROTARIAN*.

**John A. Scott**, *Ancient Days of Real Sport*, is John C. Shaffer professor of Greek at Northwestern University and the author of "The Unity of Homer," "Our Debt to Greece," and several well-known translations and interpretations of Greek literature. . . . **Lee Davidson**, *Ideas That Spell Profits*, a free lance writer, has made a special study of retailers, wholesalers, and manufacturers who are making profits.

**Cal Johnson**, *When the Fish Bite!*, is editor of "Outdoor America." . . . **Joseph Creamer**, *After College—What?*, is a New York advertising man. . . . **Leland D. Case**, *Minnesota's Campus Ambassadors*, is a member of *THE ROTARIAN*'s editorial board. . . . and **C. D. Wagoner**, *The Cat Came Back*, is on the staff of the General Electric Company, and a member of the Schenectady (New York) Rotary Club.

This month's cover is from the palette of **Wilfred Jones**, a prominent New York artist. . . . Another New Yorker is **Edward A. Wilson**, whose tense collegian gives point to *After College—What?*

Last month **Edwin P. Couse's** sketches for Stuart Chase's *An Epoch Ends* were so successful he was invited to provide pictorial highlights for *Is a New Program Needed?* He is a native of Pennsylvania, now a resident of Chicago. **Ben Albert Benson's** London map is based on a pen-sketch by Author Thomas Burke.

Most distinguished of all artists represented in this issue is **James McNeill Whistler**, whose etchings well fit the spirit of *London's Real East End*. Whistler, a native of the United States, lived for many years in England, where he died in 1903.

## For Further Readings

These selected "follow-up" readings will be found useful by the program chairman as well as the interested reader. *THE ROTARIAN* will welcome suggestions for the improvement of this section.

**"IS A NEW PROGRAM NEEDED?"** (Club Service), by Alexander Ruthven.  
These articles from *THE ROTARIAN*: "The Inside of the Sandwich"—Dwight Marvin, December, 1929; "The Programs of Rotary"—January, 1929; "Was It a Good Program"—Paul W. Horn, March, 1931; "The Glass Engine"—Joseph E. Fowler, June, 1931; "One Hour and a Half"—George Dalgety, June, 1931.

**"LONDON'S REAL EAST END"** (International Service), by Thomas Burke.  
"The English Inn"—Thomas Burke, Longman's Green and Co., \$2.50.  
"Limehouse Nights"—Thomas Burke, Robert McBride, \$2.50.  
"Magnolia Street"—Louis Golding, Farrar and Rinehart, Inc., \$2.50.

**"ANCIENT DAYS OF REAL SPORT,"** by John Scott.  
"The Greek Way"—Edith Hamilton, W. W. Norton & Co., \$3.00.  
"Making Leisure Creative"—Wyndham Lewis, Robert M. McBride & Co.  
This article from *THE ROTARIAN*: "Do Olympic Games Promote Friendship?"—Almon E. Roth, May, 1932.

**"HAS ROTARY A FUTURE?"** (Club Service), by Raymond J. Knoeppel.  
These articles from *THE ROTARIAN*: "As I Look at Rotary"—Almon E. Roth, February, 1931; "The Critical Years Ahead"—Edgar G. Doudna, May, 1931; "A Rotarian's Son Predicts"—May, 1931; "Some Thoughts on Rotary"—William Lyon Phelps, July, 1931; "Rotary Scans the Horizon"—July, 1931.

**"MINNESOTA'S CAMPUS AMBASSADORS"** (International Service), by Leland D. Case.  
These articles from *THE ROTARIAN*: "International House at Oregon 'U'"—Rex Tussing, September, 1931; "Youth and World Fellowship"—J. E. Bradbury, March, 1929.

**"AFTER COLLEGE—WHAT?"** (Boys' Work), by Joseph Creamer.  
"Ten Fallacies of the Educators"—George S. Counts, New Republic, May 18, 1932.  
"A. B., Unemployed"—George Willison Condit, Forum, May, 1932.  
These articles from *THE ROTARIAN*: "The Next Step in Education"—Walter B. Pitkin, September, 1931; "College for Two?"—Hendrik Willem Van Loon, October, 1930; "Should He Go to College?"—Thomas Arkle Clark, June, 1928.

**"IDEAS THAT SPELL PROFITS"** (Vocational Service), by Lee Davidson.  
"The Modern Grocery Store"—Carl W. Dipman, The Butterick Publishing Co., \$1.00.  
"Retail Handbook"—W. S. Hayward, McGraw Hill, \$5.00.  
"Profit Principles of Retailing"—J. H. Green, McGraw Hill, \$3.50.  
"The Seven Keys to Retail Profits"—Clyde Bedell, McGraw Hill, \$3.50.  
"Pricing for Profit"—W. L. Churchill, Macmillan, \$3.00.  
"Why I Don't Sell Substitutes"—Charles C. Casey, The Dartnell Corporation, \$1.85.  
"How Other Dealers Are Making Profits"—a pamphlet published by the Burgess Battery Company of Freeport, Illinois, consisting of reprints of a series of articles on this subject by John T. Flynn, originally published in *Collier's*.  
"Twenty Ways to Make Profits"—Raymond Wiloughby, Nation's Business, April, 1932.  
"Use Your Tables"—Hardware Retailer, May, 1932.  
"How a Big Business Was Built in a Small Town"—W. B. Umstead, Hardware Retailer, May, 1932.  
"Common Sense and Profits"—J. R. Sprague, Nation's Business, May, 1932.  
"The Dreadful Chore of Buying"—Dorothy Gatesch, Holland, American Mercury, May, 1932.  
"The Value of Window Displays"—National Grocers' Bulletin, May, 1932.  
"The Efficiency of Fixtures—Servicing Merchandise and Performing Display and Selling Functions"—National Grocers' Bulletin, May, 1932.  
"When the Barriers Go Up Who'll Be Out in Front?"—Beverly Smith, American Magazine, May, 1932.  
These articles from *THE ROTARIAN*: "The Retail Clinic Is Coming"—M. J. Norrell, November, 1930; "Perpetuating the Depression"—January, 1932; "What's Ahead for the Retailer?"—Richard H. Chapman, May, 1932.

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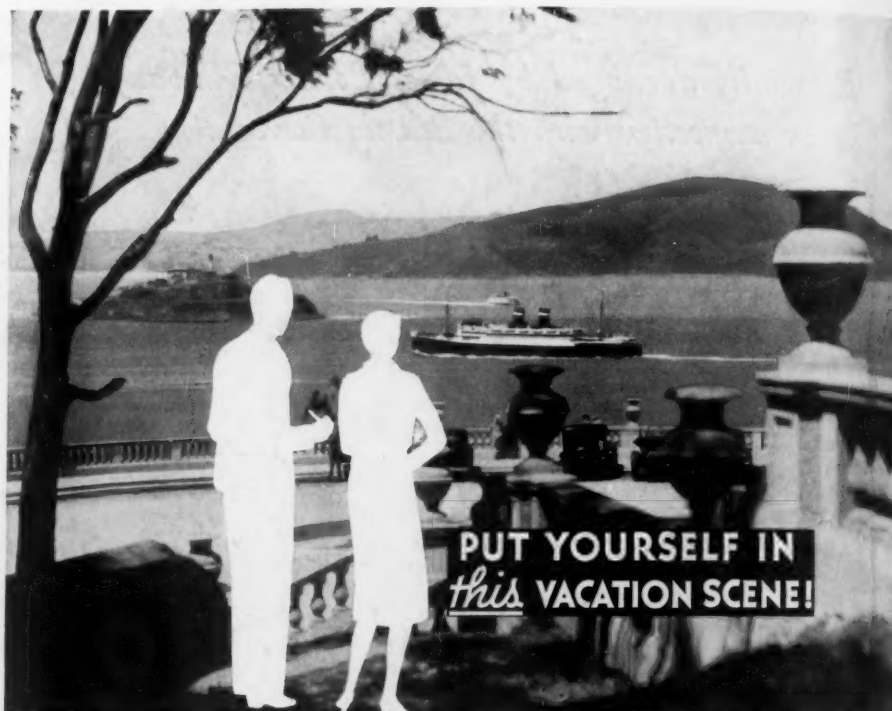
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